

Apple Pay in Action



Manage Your Photos: A Step-by-Step Guide



Drones, 3D Printers & Smart Homes, Oh My!

PG 69





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March/April 2015

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# Editor's Message

# **Tech Trends from CES 2015**

I'm still buzzing from the excitement of January's Consumer Electronics Show, where the world's most innovative companies gathered to showcase everything from 4KTVs to driverless cars. Here are the top mobile trends we saw at CES this year (see page 69 for Best of CES awards):

# The Rise of 3D Printing

3D printers are amazing, with the ability to produce anything from artificial limbs to entire homes. And now they've gone mobile! At CES, industry leader MakerBot showed off its free MakerBot PrintShop app, which lets you design things like vases and rings on your iPhone and print them from one of the company's 3D printers.

# The Home of the Future

We heard a lot about Jetsons-like smart homes last year, and at CES, they were on full display. Panasonic displayed an entire prototype smart kitchen with embedded cameras that let you keep an eye on what's cooking from your iPhone.

# Drones and Selfie Sticks—Your Personal Paparazzi

A flying camera may not be the first thing that comes to mind when you think of drones, but CES was teeming with these winged paparazzi. I had a blast seeing Parrot show off its tiny Bebop drone with a choreographed performance to classical music, and witnessing Hexo debut its GoPro-toting drone for capturing extreme sports videos. While less high tech, the monopod (otherwise known as the selfie stick) was around every corner at CES. Some say its nickname is unfair—after all, you can use the accessory for more practical purposes than snapping selfies at further than arm's length, like to get an awesome crowd shot, or to take a belfie (I'll let you look that one up).

# Donna Schill Cleveland

Editor in Chief

iPhone Life magazine, donna@iphonelife.com

# Virtual Reality

Though I'd read the hype about Oculus VR, nothing could've prepared me for the intense immersive experience of the latest developer's edition, Oculus Crescent Bay. During a demo, I found myself on the ledge of a skyscraper, the open air whistling around me. I had to close my eyes to stop my knees from buckling only to find a T-Rex closing in on me when I opened them again. I left the demo understanding how such technology could have uses beyond gaming, such as for military training or to help people overcome their fears.

# A Note on Productivity

Looking beyond cool gadgets, you'll also find a healthy dose of tips to help you become more organized and efficient. To make 2015 your most productive year yet, check out our featured section starting on pg. 36. U

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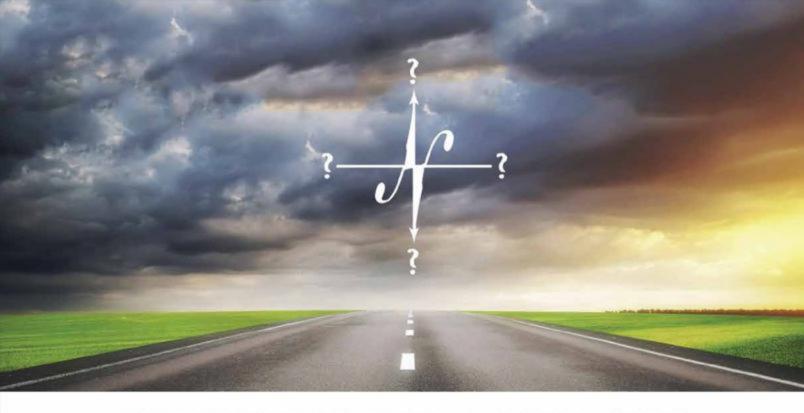


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# THE NUMBERS

# **1.8 BILLION**

Every day, we post 1.8 billion images to Facebook, Instagram, Flickr, Snapchat, and WhatsApp, according to tech analyst Mary Meeker's recent "State of the Internet" report.

# 85 PERCENT

A 2014 Nielsen report reveals that while the majority of Americans now own a smartphone, no group accounts for a bigger slice of the pie than Generation Y. Of the 77 million Millennials in the US aged 18 to 34 years old, more than 85 percent own smartphones.

# UNIQUE PRODUCT



# ChefJet Pro by 3D Systems (Price TBA)

It's still hard to wrap our minds around that fact we can print items in 3D, like clothing and art. Well, brace yourselves, the new ChefJet Pro lets you print candy! The edible sculptures made from sugar and chocolate vary in size and design, and you can even create colorful, complex patterns via an inkjet head filled with food coloring.

# WHAT'S HOT IN THE APP STORE



### **TwoDots**

(Free)

This fiercely addictive game may look simple on the outside, but it's loads of fun! The idea is to line up as many dots of

the same color as you can in vertical and horizontal lines. Each of the 185 levels require you to collect a specific number of dots while you struggle to make as few moves as possible.



# Intro by about.me

(Free)

Business cards are great, but it's too easy to stick them in a drawer and forget about them. About.me aspires to change

that with an app that lets you design a onepage, mobile-friendly website that essentially works like a digital business card. Now get out there and network!



### Shift

(\$0.99)

There's no shortage of photoediting apps out there, but how many let you design your own filters? The beauty of Shift

is that you can do just that, browsing through endless colors, textures, and blends and combining them to create the look you want. You can even save your favorite combinations to your library for future use.



# **Monument Valley**

(\$3.99)

Chosen as Apple's iPad Game of the Year in 2014, Monument Valley boasts stunning graphics and a subtle yet interesting

storyline. The goal of the game is to help the silent princess Ida complete her quest through various 3D puzzles that involve spinning and manipulating the environment to proceed. Although the game's puzzles aren't incredibly challenging, you'll find that its simplicity is what makes the game most enjoyable.

# **QUICK NEWS**



# CES 2015: Largest in History

This year's International Consumer Electronics Show was the largest in CES history, with over 3,600 exhibitors and a record number of startups,

according to the Consumer Electronics Association. From reimagined products to new ideas still in prototype form, CES showcased everything from virtual reality headsets to driverless cars.



# *iPhone Separation Anxiety Exists!*

People can suffer from genuine separation anxiety when parted with their iPhones, according to a study published in January by the University

of Missouri. Participants showed immediate signs of distress when completing word puzzles without their iPhones. The study found decreased performance and a significant increase in anxiety, heart rate, and blood pressure when separated, revealing just how addicted we've become to technology.



# A Tunnel to Apple

Here's some news you don't hear every day. While many people were waiting in line to get the iPhone 6, three men in Beijing decided to take matters into their own hands and dig a tunnel

into a warehouse, stealing 240 of the new iPhones, according to a local news source. Police finally caught the men by tracking the serial numbers of the stolen phones.



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Cover images courtesy of Apple Inc.

# CAPTION CONTEST



Illustration by Mikaila Maidment, mikailamaidment.com

# YOUR CAPTION HERE

Send us a clever caption for the cartoon above, and we'll feature our favorite entries in the next issue. The winner will receive a \$25 iTunes Gift Card! Send all captions to comics@iphonelife.com.



# MARCH/APRIL 2015 CAPTION WINNER

"I'm flexible, but only when I need to be." Submitted by Armando Zapata

# **RUNNERS-UP:**

"I got this, everyone knows that no other phone can bend like the iPhone 6 Plus!" Submitted by Jennifer Edwall

> "I used to be a size 5." Submitted by Dorota Walters Riordan

> Thanks to everyone who sent in their funny captions!

# AROUND THE IPHONE LIFE OFFICE

What Apps or Gear Are You Using to Boost your Productivity?



**Donna, Editor in Chief:** I recently began using the project-management software **Asana** (free) to coordinate iPhone Life's editorial calendar with our team of writers. It helps me spend less time wading through emails and gives me an at-a-glance impression of progress on each issue.



Janet, Sales Specialist: I got a Fitbit Flex (\$99.95) for Christmas, and have found the fitness bracelet to be really motivating! Sitting at a desk all day is bad for your health, and the Flex helps me stay active and on point throughout my day.



Hal, Senior Editor and Founder: The Eson Universal HV-800 Wireless Earphones (\$16 on Amazon) are great for listening to podcasts. I have found them to be decent-sounding, ergonomically pleasing Bluetooth headphones that pair easily with my iPhone and iPad and block out ambient noise.



Rheane, Associate Editor: After all the great things I've been hearing about Evernote (free) for years, I finally gave in and downloaded it myself. I can already see what a huge difference it's going to make in helping me stay organized!



Raph, CTO: This year I've really been into using the "Getting Things Done" method developed by productivity expert David Allen. To that end, I'm using WorkFlowy (free) on my desktop and iPhone to keep track of everything I need to do in one place.



**Sarah, Web Editor:** At work, I use my iPhone to research tips and reader questions, but being on my device can also be a distraction. The app **Moment** (free) helps me stay productive by tracking my iPhone usage and alerting me after every 15 minutes so I don't get sucked into checking Facebook or playing a game.



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Contest winners will receive the following prizes:





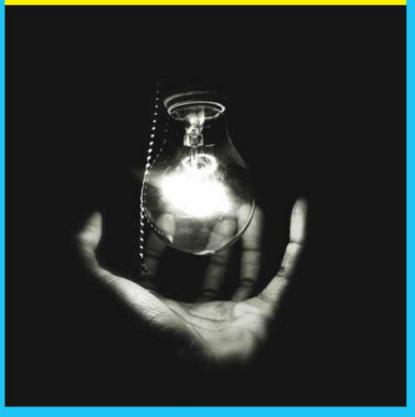
An olloclip Quick-Flip iPhone case (\$49.99 value, olloclip.com).





An olloclip Quick-Connect lens solution for the iPhone and iPod touch that includes fisheye, wide-angle, and macro lenses (\$69.99 value, olloclip.com).

# Photo Contest 1st Place



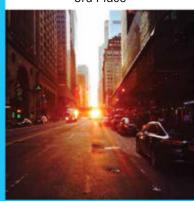
By James Dickerson





By MaryJane Sarvis

3rd Place



By Ayşegül Taşbaşı

# (ONTEST WINNERS



@iStockphoto.com/niarc

# Reader's Choice



By Nick Roefer

Want to see your photo featured here? Enter your best shots at iPhoneLife.com/contest for a chance to win. Our editors choose the top three entries, and our readers choose our fourth and final winner by voting for their favorite images on Facebook. Prizes include the olloclip Quick-Connect Lens and Quick-Flip Case as well as a spot in an upcoming issue of iPhone Life magazine.

# **Photo Contest Finalists**



By Barbara Smith



By Bill Rogers



By Zulma Lopez



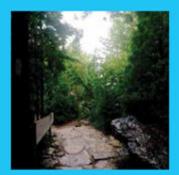
By Chris Ritchey



By James Ronan



By Karen Harvey



By Niluxan Sivathasan



By Roberto Di Tivoli

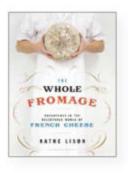


# The iTunes Gift Card Challenge

How would you spend a \$50 iTunes Gift Card to plan your perfect date night?



# BOOK



"The Whole Fromage" (\$10.99) Kathe Lison's book exploring the glories of French cheese will be my book of choice to read on the plane.

# APP



The New Food Lover's Guide to Paris (\$4.99) We'll get dining recom-

mendations from acclaimed food critic Patricia Wells (Yelp might not work so well in Paris!).

# APP



Rick Steves' Pocket
Paris
(\$9.99)
A travel guide with offline maps? We'll need it!

# MUSIC



La Femme's
"Psycho Tropical Berlin"
(\$7.99)
My favorite
blogger is Emily
Grossman, an
American girl
who loves ev-

erything French. I follow her recommen-

dations in music and plan to purchase La Femme's 2013 album accordingly.

# MOVIE



Amélie (\$12.99) This movie starring Audrey Tautou is our favorite! We'll load it on the iPad and watch it over and over in the hotel.

# APP



French English Dictionary+ (\$9.99)

This language app will

act as a reference book as well as a French to English translation tool, with more than half a million words available offline.

TOTAL: \$56.94

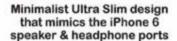
# THE NEXT CHALLENGE: FAMILY VACATION

Tell us how you would spend a \$50 iTunes Gift Card to plan the ultimate family vacation. To enter, send us a list of four to eight apps, movies, books, songs, or TV shows that add up to close to \$50. Email your responses to challenge@iphonelife.com by March 9.

The winner will receive a \$50 iTunes Gift Card and will appear in the May/June Travel issue of iPhone Life magazine!









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# THE ERA OF THE APPLE MACHINE MARKET THE MARKET THE

BY JIM KARPEN



ith the unveiling of the Apple Watch last fall, Apple launched a new product category for the first time since Tim Cook became CEO.

The implications of the Apple Watch release are huge for both Apple and its CEO, giving rise to a host of questions. Will the Apple Watch sell? Can Cook replicate the late Steve Jobs's genius and add another hit product to the string of successes that began with the iPod in 2001? Does Cook have what it takes to keep Apple on top?

# HIGH EXPECTATIONS MEAN HIGH STAKES

More than anyone else, Wall Street market analysts want to know the answers to these questions. Overall, they're predicting healthy sales, with some estimating Apple will sell around 20 million watches in 2015 and others saying 30 million or more.

According to a survey conducted by investment firm Piper Jaffray, 7 percent of iPhone owners plan to buy an Apple Watch. That may not sound like a lot, but considering Apple has sold well over 450 million iPhones worldwide in the past three years, that would equate to over 30 million watches—an amount considerably higher than the number of iPhones and iPads sold in their first years. What's more, in the first half of 2014 the total number of all smartwatches sold was 7 million. That means that if Apple could pull off selling 30 million in less than a year, their sales would be more than double that of all other smartwatches combined.

With numbers like these, consumers certainly have high expectations of Apple. Last December, *Time* magazine named Apple Watch as the top gadget of 2014, even though it wasn't available for purchase yet. If for some reason sales are mediocre, Apple's stock will likely take a big hit, and the company's image will be tarnished.

# FASHION ACCESSORY OR TECH GADGET?

Not only is the Apple Watch a foray into a new product category, it's also a new leap into the fashion world. Late last year, rumor had it that Apple was planning to hire fashion experts for its retail stores to assist customers as they try on various bands and styles. And if you recall, in 2013 Apple hired Angela Ahrendts, CEO of Burberry, as its head of retail, and Paul Deneve, the former CEO of the Yves Saint Laurent brand, as vice president of special projects. In addition, Apple is also rumored to release an 18-karat gold Apple Watch Edition, priced in the range of \$5,000.

Apple's devices have always been fashionable, but they were gadgets first and foremost. In this case, the balance is shifting from utility to style.

# WHAT WATCHKIT REVEALED ABOUT THE APPI F WATCH

New details about the Apple Watch emerged when Apple released the WatchKit tools so developers could make apps for the new device. During its September presentation, Apple had already described many of the watch's features; however, the manual for developers gave more depth, revealing both the watch's strengths and its weaknesses.

The most interesting detail may be the way in which the Apple Watch will require an iPhone to function—at least initially. When the Apple Watch displays information, the processing of that information actually takes place on one's iPhone and is then pushed to the Apple Watch.

At first, the Apple Watch will have only three standalone apps: Dates, Times, and Timers. That means if you don't have your iPhone with you, you'll still be able to use your Apple Watch as a watch, but nothing else. Thankfully, this doesn't seem to be a permanent problem, as Apple did say that fully native apps would arrive later this year.

# GLANCES AND NOTIFICATIONS: WHAT'S IN A I NOK?

Another interesting detail is that WatchKit offers developers two main options for communicating with the user: Glances and actionable notifications. A Glance is a non-interactive "template-based notification" on the watch display sent via an app on one's iPhone, such as a weather app.

Actionable notifications, on the other hand, present information on the screen that you can respond to, a feature that's basically an extension of iPhone notifications. For example, the American Airlines app will use actionable notifications to remind you when it's time to go to the airport, as well as to update you on gate changes, your connecting gate, and boarding times. Plus, it will give real-time location information while you're in the air via Glances.

Apple Watch will also distinguish between "short look" and "long look" notifications. If it senses that you're just glancing at your watch, you'll get a single message, such as "Your plane is boarding now." But if you keep looking at the notification, more information appears—in this case, the flight number, boarding time, and gate number.

During the long look, the icon for the app and the original notification get smaller and move to the top of the screen to make room for the additional detail. You can then scroll through the additional information and perform actions such as commenting, favoriting, or dismissing.

# LIMITATIONS OF THE APPLE WATCH

Apple's WatchKit software for developers revealed that many of the Apple Watch's features won't be available to developers—including the heart rate monitor; the near field communication (NFC) chip; the Taptic Engine feature; and even the digital crown, which is used to zoom and scroll Apple apps and to return to the Home screen.

To top it off, the device's microphone will only be usable by developers for dictating text, and there will be no custom alerts available. You can use the Apple Watch to control the iPhone's Camera app, but not other camera apps. And to begin with, only Apple will be offering watch faces. Developers won't be able to offer their own custom faces, nor will they have the option of offering in-app purchases.

The use of gestures on the Apple Watch will also be much more limited than on other iOS devices. They will reportedly be limited to vertical swipes to scroll through the screen, horizontal swipes to go between pages, tapping to select, and the "force touch," which opens a contextual menu. There's also an "edge swipe" that goes back to the previous screen and another edge swipe that opens the glance view.

# A WORK IN PROGRESS



Jim Karpen, Ph.D, is on faculty at Maharishi University of Management in Fairfield, IA. He has been writing about the revolutionary consequences of computer technology since 1994. His Ph.D dissertation anticipated the Internet revolution. His site, jimkarpen.com, contains selected regular columns written for *The lowa Source*. jim\_karpen@iphonelife.com.

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# THE DEAL WITH APPLE PAY



A REVIEW
OF APPLE'S
MOBILE
PAYMENT
SERVICE

BY JORDAN JOYNT



ays of fumbling through your wallet and credit cards in the checkout line may be coming to an end. With the introduction of Apple Pay—a mobile payment service baked into iOS 8.1 on the iPhone 6 and iPhone 6 Plus—Apple aims to make your wallet obsolete in favor of storing your

credit card information directly to your phone. With this touchand-go technology, users can make quick purchases within apps, or wirelessly in brick-and-mortar stores using near field communication (NFC) technology. This obviously speeds up the point-of-sale process in the checkout line, but is it really a bona fide "credit card killer?"

Of course, Apple isn't the first company to take a shot at making mobile payments. Both Google and PayPal have tried to stake their claim to the service. What separates Apple Pay from the likes of Google Wallet and PayPal's mobile app is an added emphasis on security and ease of use. A few added steps (entering a PIN at the terminal) make using Google Wallet less inconvenient, and PayPal requires an app, a password, and a little extra time searching for the restaurant or store. The beauty of Apple Pay is that those extraneous steps are taken out of the equation, making the process exactly how it was intended to be: simple.

# **HOW DOES IT WORK?**

Near field communication—a type of wireless technology that lets you send information to nearby devices using an electrical field—is imbedded in your iPhone 6 and allows you to use the credit and debit card information stored in your Passcode app in order to make payments. You can enter this information by either snapping a photo of your card with your iPhone's camera or by entering the number manually. For my purposes, I used a debit card with U.S. Bank, so setup only took a minute or two. Apple Pay works with most major US banks, but some smaller, regional banks may not participate right out of the gate.

Once you reach a pay terminal, you'll want to hover your phone near the contactless reader. Simply place your finger on your Touch ID sensor, wait for the vibrating notification, and you're finished—it's that easy.

# IS APPLE PAY SAFE?

Due to Apple's high-profile data breaches and security issues last year, it's natural that people would question the security of Apple Pay. Apple remains confident, however, claiming that vendors will never actually come in contact with users' credit card numbers. Instead, Apple Pay assigns and stores a Device Account Number on a dedicated chip on the iPhone rather than on Apple servers. When you make a payment, the account number and a special security code are transmitted, while your credit card information remains private. Transactions aren't stored on your iPhone, though recent

purchases will show up in your Passbook app. If you happen to lose your phone, you can use Find My iPhone to switch your device to Lost Mode, or even wipe the iPhone drive completely to protect your data.

# WHERE CAN I USE IT?

Several retail partners announced their backing of the payment system early on. These included various clothing stores like American Eagle Outfitters and Bloomingdale's, along with many fast food chains, including McDonald's and Panera. I decided to put Apple Pay to the test at McDonald's, American Eagle, and a Nike outlet store.

The process was much smoother than I expected, especially considering how new the service still is. My attempts to use Apple Pay at McDonald's and American Eagle were successful on the first try, although it took a couple of attempts at the Nike outlet store before my purchase went through. This was likely due to an issue with the NFC reader or Touch ID, so it didn't steer me away from the payment method altogether. A couple of locations still required a signature or PIN after using the mobile payment method, making the process nearly identical to swiping a card, both in time and efficiency. Hopefully, this added step will soon fall by the wayside.

Even though the payments were largely successful, some of the employees were bewildered when I opted to pay with a phone rather than swipe a card. That could be chalked up to a widespread illiteracy concerning mobile payment. This illustrated to me the need for better training.

You can also use Apple Pay to make in-app purchases. I found this process to be even simpler and will likely be my go-to choice when shopping online. Several apps have already integrated the service into their payment methods, so you can skip entering in your card number when signing up for services like Uber and Lyft. I used the Target app to buy a flash drive and noticed a speedier checkout with Apple Pay. Payment information is already in place, but you may still be prompted to enter your billing address.

# **VERDICT:**

Apple Pay still has a ways to go in building trust and familiarity with consumers and retailers alike. But as far as mobile payments are concerned, this one is hard to beat. Once we see a sizeable growth in retailers and iron out some of the wrinkles, I could see using the service on a fairly regular basis. Until then, I'll continue to reach for my wallet.



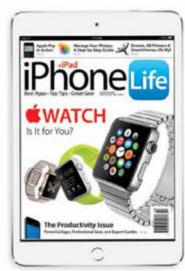
Jordan Joynt is a web content producer for Meredith Corporation. He also writes about emerging technology, mobile news, and interesting Kickstarter projects. To see more of his work, visit jordanjoynt.com.

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# What's on iPhoneLife.com?

VEWS



# AT&T ANNOUNCES NEW IPAD DATA PLANS: \$5/DAY, \$25/3 MONTHS

For those who only need occasional connectivity, such as during a day trip, AT&T has announced a plan that's \$5 per day for 250MB of data that can be used over a 24-hour period.





# TOP 5 PHOTOGRAPHY APPS FOR THE IPHONE AND IPAD

Out of a crowded field, I've distilled a list of my top 5 iPhone camera apps, ones that I've put to continual use, and they've consistently performed well. Read on, some of my top picks may surprise you!





# TIPS & TRICKS FOR LESSER KNOWN FEATURES OF IOS 7

Humans use only 10 percent of their brains. Actually, that's a myth, but it's probably not a myth that many of us utilize only about 10 percent of our iPhone's capabilities.







# NEW RUGGED BLUETOOTH SPEAKERS: THE BUCKSHOT AND SLINGSHOT

The sound that this speaker pumps out is plenty sufficient to be heard loud and clear over the sound of a roaring shower, a raging river, or a raucous day at the park.





































# SHOULD YOU BUY

























# AN APPLE WATCH?

# BY DAVID AVERBACH

hen I first heard about the original iPhone, I wasn't impressed. My initial reaction went something like: "Just what I need, another way to check Facebook." Admittedly, at the time, I was a couchsurfing kid in Thailand, rocking a fuzzy mohawk and carrying all my worldly possessions around on my back. I had not yet blossomed into the tech enthusiast and die-hard Apple fanboy that I am today. That began to change the first time I saw an iPhone in action while hiking through Golden Gate Park with a friend. When we started to get hungry, he took out his new iPhone, found a tasty Thai place nearby on Yelp, and used Maps to direct us there.

When Apple announced the iPad in 2010, I once again failed to recognize the value of the new product category. "Why would anybody want an oversized iPod touch?" I thought. Six months later, an iPad occupied prime real estate on my night-stand and it hasn't left my side since.

# **READ BETWEEN THE SPECS**

Just as I once questioned the value of the iPad's larger screen, many are now questioning the utility of the Apple Watch's tiny screen. It's human nature to resist change and to doubt the next big idea. I've underestimated Apple twice already, and I'm not about to do it again. In my five years of covering the industry, I've learned that what makes a product great is not a collection of features and specs, but rather the contribution the product makes to your life. Steve Jobs understood this better than anyone, and the company that he built is continuing his legacy.

# RECEDING TECHNOLOGY

A major critique of modern society is centered around our tendency to walk around with smartphones in front of our faces. The Apple Watch will give us access to many of the iPhone's most valuable features while allowing the technology to recede into the background. It will allow us to navigate big cities, pay for goods, and view notifications all while keeping our phones in our pockets and remaining engaged with the outside world.

# **IMPROVING HEALTH**

One of the biggest benefits of the Apple Watch is, of course, its fitness-tracking capabilities. It's no secret that we have an obesity epidemic in the United States. Nearly 70 percent of all Americans over 20 years old are now overweight or obese, according to the US Centers for Disease Control and Prevention. The Apple Watch uses an accelerometer, a heart rate sensor, and GPS to track our steps and number of calories burned throughout the day to help us improve our health by getting in better shape.

# **NAVIGATING THE INTERNET OF THINGS**

I believe the Apple Watch will be instrumental in connecting the so-called "Internet of things." One of the hottest trends at this year's Consumer Electronics Show was the connected home—from smart cars to refrigerators to security systems. While smartphones offer more advanced navigation than traditional analog controls like keys, light switches, and intercoms, they still pose some challenges. Nobody wants to constantly keep his or her smartphone on hand.

Smartwatches provide the perfect solution—they still offer an advanced user interface, but are much more accessible than the iPhone. On a frigid winter day, it would be much easier to hold your wrist to your car's ignition than to have to take off your gloves and dig your phone out of your pocket or purse. I think that smartwatches will eventually become the lynchpin of the connected home and the Internet of things.

# THE COMPETITION

The Apple Watch is going up against competition from two product categories: smartwatches and fitness trackers. Most competing smartwatches are Android wearables running Google's modified OS, Android Wear. Yet Apple Watch is well ahead of today's Android watches, both in terms of looks and functionality.

Android Wear relies primarily on Google Now cards. In theory, these cards give you relevant information based on your time and location, showing the weather as you leave the house or your shopping list as you pull up to the store. In practice, however, I found Android Wear to be somewhat limiting. Google didn't always pull up the information I wanted, and the operating system felt a little half baked. While it lets you respond to texts and set reminders, it lacks some core functionality, such as the ability to initiate texts and view photos. Furthermore, all of the Android watches still feel bulky. The round-faced LG G Watch R is perhaps the nicest-looking Android wearable on the market, but it still feels a bit too heavy on my wrist.

Apple did not differentiate its health functionality much from other fitness trackers on the market. If all you want is to track your health metrics, most fitness trackers will have the same metrics as Apple, but they'll be more compact and cheaper, with a better battery life. My favorite fitness tracker is the Withings Activité. It looks like an analog watch, but it syncs with your iPhone and has all the fitness metrics you could

want. But if you want iPhone integration, including navigation, messaging, and Apple Pay, the Apple Watch is by far the best option on the market.

# THE QUESTION AT HAND

So, for those of you wondering if you should buy the Apple Watch, my advice is unequivocally, "Yes!" Not only will it make your life better right out of the box, but it will also continue to improve over time. As with the iPad and the iPhone before it, many of the benefits of the Apple Watch will become obvious as we start using it and as third-party developers invent new uses for the device.

When the iPhone first came out, the media and blogosphere wrote countless articles analyzing whether or not you should buy the world's first smartphone. Today, very few people are debating whether smartphones add value to our lives. The question has shifted from "Should you buy a smartphone?" to "Which smartphone should you buy?" In five years, we will be treating wearables the same way. Smartwatches are the future, and Apple has once again moved to the head of the pack.



David Averbach is the CEO and Publisher of iPhone Life and Android Life magazine. David has an obsession with all things Apple. He grew up on Macs and now has a MacBook Pro, iPhone, iPad, and an Apple TV. David enjoys traveling and Ultimate Frisbee. He has been to over 20 countries. To contact David, email him at David@ inhonelife.com.

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# **NEW! DRY SKINZ WATERPROOF CASES**

The new Dry Skinz waterproof case for iPhone 6 has just arrived and it truly raises the bar when it comes to delivering a lightweight, waterproof case to consumers.

It provides flawless performance and at \$69.95 suggested retail... the price clearly blows the competition out of the water!

Available in 5 colors, the Dry Skinz case has a clean, distinctive look that accents the design of the iPhone and it provides an incredibly comfortable feel and grip in your hand.

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Dry Skinz... wherever you may be... you'll be protected... "just in case".

www.dryskinz.com





# Top Tips for Training Your Virtual Assistant

# by Sarah Kingsbury



f you're not using Siri, you should be. Apple's virtual assistant can increase your productivity dramatically, whether you're writing and sending emails, searching the web, or posting on social media. Even simple activities like opening an app or a Settings menu are easier with the help of Siri.

For even more productivity tips, sign up to get the daily iPhone or iPad tip newsletter delivered directly to your inbox iPhoneLife.com/dailytips.





# Double Check Your Calculations

The Calculator app on your iPhone is convenient for quickly adding a string of numbers or figuring out how much to tip at dinner. But the app won't let you see the numbers you've entered or edit any mistakes. With Siri, both are possible. Just say, "Add 198.25 plus

150.42 plus 9.99." and Siri will give you the answer. If you've made a mistake, just tap to edit and correct your query using the keyboard.



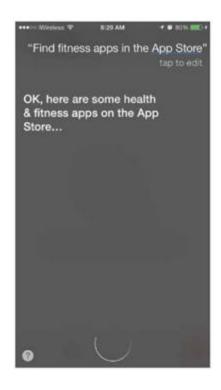


# Identify and Buy Songs Playing on the Radio

If you keep hearing a catchy tune on the radio but don't know its name, Siri can help you out. Just ask it, "What's the name of this song?" Then give it a moment to listen to the ambient music. Once Siri's identified the song, it'll offer its name and an option

to buy it. All the songs Siri identifies for you are also saved on your Wish List in the Store in the Music app.







# Quickly Search iTunes and the App Store

Instead of opening iTunes or the App Store yourself and typing your query on the keyboard, save time by having Siri search for you. Say, "Search iTunes for workout music" and Siri will present you with a list of workout music radio stations,

albums, and songs. Ask Siri to find productivity apps, and it'll present you with a list of apps in categories such as Manage Your Time, Stay on Task, and Take Note.





# Introduce Yourself and Others to Siri

Introduce your contacts to Siri so you can ask it to message a contact without having to specify a name. First, create a contact card for yourself. Then go to Settings > General > Siri, tap on My Info, and select your name in Contacts. Next, introduce Siri to people you know

by saying, "Rosemary Smith is my wife," or "Alex Johnson is my manager," and then confirming. Then, when you say, "Call my manager," Siri will know whom to call.





# Bypass Control Center

If you choose to restrict access to Control Center within apps, you may want to use Siri to control many of the same settings instead of having to exit an app in order to open Control Center.

Fortunately, you can use Siri to control Airplane Mode, Do Not Disturb, Wi-Fi,

Bluetooth, screen brightness, clock functions, the Calculator app, the Camera app, and the pausing and playing of music or videos in some apps.





# Dictate Emails, Notes, or Messages

Dictating a text or email to Siri is significantly faster than typing. Just say, "Email John Smith," and Siri will prompt you to dictate a subject line and then to dictate your email. Don't forget to dictate punctuation or your correspondence will look unprofessional. Add punctua-

tion by saying "comma," "period," "semicolon," or "ellipsis," as you compose your message.







# Add Reminders to Specific Lists

When you ask Siri to create a reminder, it automatically adds the reminder to your default Reminders list. If you want the reminder added to a different list, just phrase your request a little differently and make sure to include the name of your preferred list. In-

stead of saying, "Remind me to buy milk," say something like, "Add milk to my Shopping List."

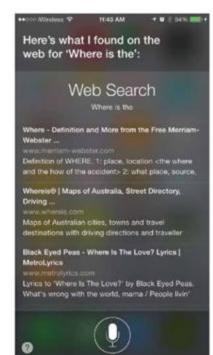




# Use Google Instead of Bing when Searching the Web

Microsoft and Apple may have partnered to set Bing as Siri's default search engine, but that doesn't mean you have to use it when searching the web with Siri. All you have to do is say something like, "Google the iPhone 6," or "Search Yahoo for the iPhone 6,"

and you'll get your results from the search engine you specify.





# Get Siri to Stop Interrupting You

It's annoying when every time you start speaking a request, Siri interrupts you to say, "OK, here's what I found on the web." Here's how to avoid this frustrating scenario: After pressing the Home button to activate Siri, continue holding it until you are finished speaking. No more interruptions!





# Post on Twitter and Facebook

Use Siri to quickly update your Twitter feed or Facebook status. Activate Siri and say "Tweet 'I love this spring weather!'" or "Post to Facebook, 'Can't wait for spring!'" or whatever message you want to share. You can also ask Siri to include your location or search Twitter

for hashtags or users you're interested in.  $\mathbf{0}$ 



Sarah Kingsbury is the web editor of iPhoneLife.com. She goes almost nowhere without her iPhone and is the main contributor to the site's Tip of the Day column. She has over a decade of experience writing and editing for online and print publications.

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# Your Guide to

# ICLOUD PHOTO LIBRARY

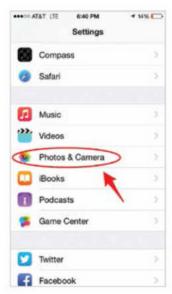
# BY DONNA CLEVELAND

t's hard to fully appreciate Apple's new iCloud Photo Library service without dwelling for a moment on the company's past photo management troubles. We all know how easy it is to squander our iPhone's storage supply with copious amounts of photos and videos, and I'm not convinced anyone using Apple's Photo Stream found it to be a real solution. And while a straight-up iCloud backup has its place, it doesn't actually give you access to your photos—you just have to believe that they do exist and will appear on your new iOS device when it comes time to upgrade.

For all of these reasons, iCloud Photo Library is a very happy addition to Apple's offerings. The system, which is still in beta and available to anyone who's updated their device to iOS 8.1 or later, syncs all of your shots across iOS devices

and, unlike Photo Stream, uploads not only images but videos as well to iCloud.com (and, Apple promises, to a Photos app for Mac very soon). It lets you save smaller, lower-resolution versions of your photos on your iPhone and edit them freely while keeping the originals stored in the cloud in case you decide to revert. It also supports diverse file formats, including JPEG, RAW, PNG, GIF, TIFF, and MP4.

# JOIN THE CLUB!



To begin using the service, go to Settings, tap on Photos & Camera, and turn on iCloud Photo Library (this assumes you have an iCloud account; if you don't, go to Settings > iCloud, and enter your Apple ID to create one). You can also access iCloud Photo Library by going to Settings > iCloud > Photos, and then iCloud Photo Library. Once turned on, it will begin to upload your shots to the cloud as long as you're connected to Wi-Fi.

# END YOUR STORAGE WOES



Once you've enabled the service, you'll notice an option to Optimize iPhone Storage or Download and Keep Originals. Tap the former to store lightweight versions on your phone (clearing room for other important items like episodes of Orange is the New Black). Your full-resolution image will still be stored in iCloud, so if you want to, say, print an image or look at it on a large screen, you can change your setting back to Download and Keep Originals. Even if you choose to optimize, your device will continue to store the high-resolution versions

of your most-viewed and recent pictures, space permitting.

A nice feature of optimization is that it's customizable on each device, so you can choose to keep originals for your larger-screened iPad and your iPhone show reduced files.



# ARE PHOTO STREAM & CAMERA ROLL GONE FOR GOOD?

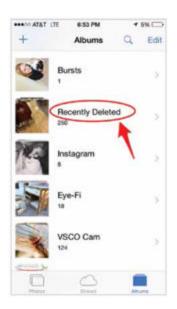


The quick answer is, not really. All images from your Camera Roll and Photo Stream are now stored in one big folder called All Photos. But here's where it gets a little confusing. For now, you can still use Photo Stream to sync your 1,000 most recent photos or ones taken in the last 30 days without counting against your iCloud storage.

While a bit redundant, there are a few reasons you might want to keep Photo Stream enabled. While it's rumored that Apple will phase out Photo Stream this year when Apple releases a new

Photos app for Mac, for now, it's useful if you use iPhoto on your Mac or PC and you want your recent photos to continue to sync, or if you have an older device not running iOS 8.1 or later. For best results, turn on both iCloud Photo Library and Photo Stream so you can access your shots via iPhoto or Aperture.

# EDITING & DELETING PHOTOS





One of the best features of iCloud Photo Library is that you can go crazy with edits, knowing you can revert back to your originals at any time, which are safely stored in the cloud. The system also takes a forgiving approach to deleting shots. Once a photo is deleted, you can retrieve it from an album titled Recently Deleted, where it's stored for 30 days. After

that, you can get it from iCloud servers for an additional 30 days by contacting Apple Support.

Keep in mind that iCloud Photo Library takes an all-or-nothing approach to storage. Once it's turned on, you can't selectively store some shots locally and others in the cloud. That can be a minor annoyance when, say, embarrassing selfies you took on your iPhone sync to the family iPad.

# AT WHAT COST?



While you can begin using iCloud Photo Library for free, once you exceed 5 GB of storage, you'll need to buy a plan.

Luckily, they're pretty affordable, with a monthly cost of \$0.99 for 20 GB, \$3.99 for 200 GB, \$9.99 for 500 GB, and \$19.99 for a whopping 1TB of space.

# TURNING ICLOUD PHOTO LIBRARY OFF



If you decide you'd like to free up some iCloud space, you can easily turn your Photo Library off by going to Settings > iCloud > Storage > Manage Storage > iCloud Photo Library, then selecting Disable and Delete. After that, you'll have 30 days to retrieve your library, which you can do on your iOS device by selecting Keep Originals or by downloading images from iCloud. com/photos. If you change your mind, you can cancel the deletion in iCloud Storage Management.  $\mathbf{U}$ 



Donna Schill Cleveland is the Editor in Chief of iPhone Life magazine. After a short stint as a newspaper reporter, she became web editor at iPhone Life, where she continues to pair her penchant for storytelling with her love of Apple products. Donna holds a master's degree from the University of Iowa School of Journalism & Mass Communication.

# The Productivity Issue



W

e've all been there—you know, when you find yourself juggling more responsibilities in life than you can coolly handle? And when things don't feel under our control, it's easy to blame our iPhones for our productivity failings, as we remember countless hours spent watching Netflix series with abandon, reading inspirational quotes on Facebook at work, or conquering levels in Plants vs. Zombies.

Thankfully, there are plenty of effective ways that we can use our iDevices to actually save time. The following pages feature a slew of useful apps and products designed to help you get organized, from task-management apps like OmniFocus (see pg. 54) to business-related iOS gear (see pg. 41). So whether you aim to tackle your to-do lists more efficiently or find time in your busy schedule to relax and do what you love, you'll find guidance for how to make your iPhone your greatest productivity ally.



# PRODUCTIVITY

THEN &

NOW

HOW 30 YEARS HAS CHANGED THE WAY WE GET THINGS DONE

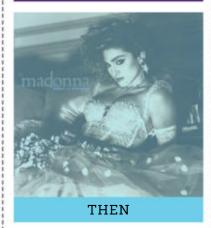
BY RHEANNE SCHLEE

# KEEPING IN TOUCH



Years ago, you might have used an address book or Rolodex to store contact information, but today's technology lets you easily store contacts on your iPhone or keep in touch via social media.

# TOP SONG



"Like a Virgin," By Madonna (1985)



"Happy," By Pharrell Williams (2015)

# RISE OF THE MACHINES





NOW

Priced at \$3,995, the DynaTAC was the first mobile phone, offering only 30 minutes of talk time and standing more than a foot tall! Meanwhile, the latest iPhone 6 and 6 Plus offer 14 hours of talk time and up to 128 GB of storage.





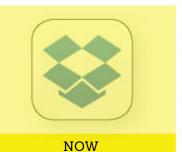
The hefty Macintosh 128K may have been the computer that started it all, but its 128 KB of built-in storage pales in comparison to the gigabytes of space available in the latest iPads.



# STORAGE & SHARING



THEN



Remember using locked briefcases to transport your important documents? Now you can store and retrieve almost anything online via cloud services like Dropbox.

# FROM MAILBOX TO INBOX





Whereas many in the 1980s relied on the newspaper or TV to stay up to date with current events, now people can get their news from a variety of sources—from Flipboard to social media and everything in between.

# DISC TO DIGITAL



Cassette tapes remained one of the most popular formats for listening to music in the '80s, but today music streaming services allow users to listen to music right from their phone.

# **PHOTOGRAPHY**



In the days of manual cameras, people would wait days for their shots to develop. Today we can pull out our iPhones, snap a picture, and share it immediately.

# **NAVIGATION**





Remember consulting your atlas during long trips? Now you can tell your phone where you want to go, and its built-in GPS does all the work for you!



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# Get to Work!

# Accessories to Help You Stay On Task

# By Abbey Dufoe





ou may not consider your iDevice to be a business tool in a traditional sense, but if you think about it, you'll likely find that you use your iPhone or iPad all day to get work done. From checking your email on the way to the car to changing document formatting for a presentation during your lunch break, your device helps you make progress wherever you are. These gadgets will help you take your mobile productivity a step further, challenging the limitations of what you can accomplish on the go.

# Productivity



# PureGear Express Folio for iPhone 6 (\$39.99)

If you're constantly using your iPhone for work, pleasure, or even in place of a wallet, then you'll love the functionality and usability of PureGear's Express Folio case. Available in faux leather and canvas styles, these cases offer light protection and are incredibly versatile, allowing you to access your credit cards from the case's built-in cardholder (or, if you have Apple Pay, you can eschew cards altogether). The magnetic flap doubles as a kickstand, so you can finish reading an important email or report before heading back to work.



# **Beats Solo HD Headphones** (\$169.95)

Over-ear headphones have made a comeback. Sure, Apple's EarPods are great for making phone calls, but a pair of Solo HDs by Beats are much more comfortable for those who listen to music all day at their desk. They are collapsible and smaller than most in their class, but still fit perfectly over your ears to provide clear sound. The built-in microphone lets you easily answer and make calls with a tap of your finger.



### Apple Wireless Keyboard

(\$69)

You may already use a detached keyboard with your Mac-Book, but did you know you can use Apple's wireless keyboard with your iPad as well? Just pair the iPad and keyboard via Bluetooth and control your device from as far as 30 feet away during a presentation. The latest version of this keyboard shuts off when not in use to conserve battery and features a sturdy yet light aluminum frame so you can take it from your desk to the conference room with ease.



### Wacom Bamboo Stylus duo

(\$29.95)

Whether for designing or taking notes, a stylus is a musthave for those who use their iPads religiously. The duo doubles as a rubber-tipped stylus on one end and a fine ballpoint pen on the other, allowing for seamless note-taking during meetings. You can use all Bamboo styluses with an iPad or iPhone.



# Lightning Digital AV Adapter & Lightning to VGA Adapter (\$49 each)

Already using Microsoft and Google apps on your iPad for cloud storage and word processing? Try using your iPad for

work presentations, too! Use Apple's VGA or HDMI to Lightning converters to mirror your iPad display on the big screen. Both adapters, available from the Apple store, allow you to plug your iPad into a power source while connected to a projector or monitor so your iPad doesn't run out of juice.



# HP Officejet Pro 8620 e-All-in-One Printer (\$299.95)

Using your iPad as a laptop replacement in the office? This AirPrint-enabled printer lets you wirelessly print pages from your iOS device as well as scan physical documents directly to your email. Because this printer doesn't require a router or access to any local network, anyone in your office can print from it with the tap of a button—no need to log onto a work computer. This touchscreen printer also allows for easy copying, scanning, and faxing.



# Cocoon GRID-IT! Wrap 10 for iPad/Tablets (\$29.99)

Now that you have all these gadgets, you need a way to transport them to and from work. Cocoon's organizing systems are perfect for that, with rubberized woven elastic that keeps all of your accessories secure and easily accessible. Store your charging cord, adapter, keyboard, stylus, iPhone, and iPad in this completely customizable carrying case. If you already have an iPad case, the other grid systems fit into your bag perfectly while still keeping everything you need on hand.



# Twelve South Compass 2 for iPad (\$39.99)

If you like to keep your iPad free of clunky cases, try Twelve South's Compass 2 stand for iPad. It's adjustable, so you can change it to fit your needs, whether you use it for a typing stand or to view videos hands-free. In every position, your iPad is elevated enough to charge without crunching the charging cord. The stand is portable and comes with its own small carrying case so you can take it wherever your desk may be.  $\ensuremath{\mathfrak{O}}$ 



Abbey Dufoe is a graduate student in environmental journalism. Her friends call her the "app monster," and she's always itching for the newest iOS gadget (current favorite—the iPad Air). She loves concerts, the environment, and ice hockey, but loves tweeting about them even more. Follow her on Twitter @abbeydufoe or visit her blog at abbeydufoe.com.





# Farewell, Laptop

# Making the Switch to an iDevice

# by Siva Om

S ince the iPad's release in 2010, laptop sales have been in flux—and for good reason! After all, the iPad is more compact, efficient, and in many cases, affordable. And now, the new phablet-sized iPhone 6 Plus threatens to in turn cut into iPad sales. As our device options continue to expand, the standard laptop is becoming an increasingly archaic option, particularly to the younger generation.

Personally, I enjoy using the 128 GB iPhone 6 Plus as my primary computer, and for me, leaving behind my laptop for an iOS device has been easier than you might imagine. For those ready to make the switch, here are a few preliminary considerations.

# The Fine Print

If you have poor vision, it may seem daunting to make the switch to a smaller screen. However, the Accessibility features of the iPhone 6 Plus and the iPads mean you can take advantage of bold text, highlighted buttons, increased contrast, and Zoom and Speech features that are built into every iDevice. Regardless, the 5.5-inch display of the iPhone 6 Plus or the 7.9-inch screen of the iPad mini may be too small for some tasks, in which case the 9.7-inch iPad Air 2 or the anticipated 12.9-inch iPad Pro may be the way to go.

# Portability & Comfort

If you do most of your computing at a table or desk, a larger iPad may be the best option. With accessories like the laptop-style **ClamCase Pro** (\$169) and the **Stabile 2.0** (\$64.99) desk-top emulator, you can make using your iPad more comfortable and ergonomic.



For some, portability is a higher priority than a large screen, in which case a smaller device like the iPad mini or even the iPhone 6 Plus might be best for you. The ideal setup for me has been to use the iPhone 6 Plus for the majority of my computing tasks in tandem with my iPad for those times when I'm multitasking or need a larger screen—for instance, when I'm streaming movies or playing graphically intense games like **Vainglory** (free).

# The Laptop Advantage



If you typically like working with a mouse, then you may be disappointed, as there isn't currently an iOS-compatible mouse controller available for your iPad or iPhone. On the bright side, the absence of a physical keyboard is easy enough to remedy. If you're looking for a great portable keyboard, consider the **ZAGG Pocket** (\$69.99), a foldable wireless keyboard and stand designed for the iPhone 6 and iPad.

# Storing Your Files



With the exception of the MacBook Air, all of Apple's other laptops and desktops far exceed the onboard storage capacity of an iPhone 6 Plus or iPad. If the limited storage of an iDevice is an issue, users have the option of storing files remotely with Apple's cloud service, iCloud. If iCloud isn't your cup of tea, Google Drive (free) also offers similar remote storage services, and dedicated cloud-based sites like **Dropbox** (free) and SpiderOak (free) give iDevice users even more freedom to store and share files (for an in-depth comparison of cloud services, see pg. 59). The drawbacks of cloud storage are that if you rely on the cloud for storing and sharing data but you aren't near a Wi-Fi signal most of the time, you may burn through a lot of data transferring files between your device and Apple's cloud banks. Also, your access to those files depends on the strength of your cellular signal. A practical alternative to cloud-based storage is the LaCie FUEL hard drive (\$179.99). Available in 1 or 2 terabyte capacities, the FUEL is a Wi-Fi hard drive that creates its own wireless network that as many as five devices can join to access and share files.

# Tackling Any Task

When it comes to being productive using iOS, it's hard for any apps to compare with Apple's own **iWork** and **iLife** suites, which are free with the purchase of any new iDevice. With iWork and iLife for iOS, users will find all of the excellent productivity apps they've come to know and love on OS X, including **iPhoto**, **Keynote**, **Numbers**, **Pages**, and **GarageBand**. You'll be able to build complex spreadsheets with Numbers; compose and edit live music on the go with GarageBand; design professional presentations with Keynote;

and draft articles, brochures, and cards with Pages. From my experience working extensively with these apps, I can say that the iOS versions function very much like their OS X counterparts, but with touchscreen interfaces.

While Apple's iLife and iWork suites are excellent, fully functional productivity tools, many other productivity apps offer even more specialized creation features, such as the award-winning illustrative app **Procreate** (\$5.99), the Photoshop-like **Filterstorm** (\$3.99), the versatile website builder **HTML Egg Pro** (\$15.99), or the advanced music-mixing app, **Traktor DJ** (\$9.99), to name a few.

# Helpful Extras



Along with a functional case or keyboard for your iDevice, there are a few other accessories that may help smooth the transition from laptop to iOS device. An external backup battery like the **Mophie Powerstation Duo** (\$99.95) means you won't have to stress about running out of power when computing on the go. A good Bluetooth speaker like the **UE BOOM** (\$199.95) or a high quality pair of headphones like the **SennheiserUrbanites** (\$199.95) is also a must for the mobile worker.

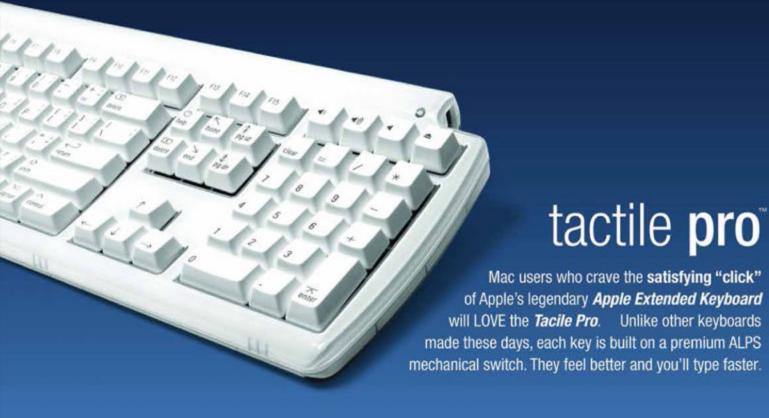
# You Can Do It!

Moving from a laptop or desktop to an iOS device may take some getting used to initially. However, if you stick to your plan, you'll find that Apple's mobile ecosystem of products and software are all you really need for the task at hand.  $\boldsymbol{\upsilon}$ 



Siva Om's passion for the arts has pushed him to excel at many creative endeavors, including web design, award-winning tattooing (sacredfiretattoos.com), and journalism. Between writing for *iPhone Life*, creating websites (idoctechsupport. com), gardening, illustrating, and enjoying the wonders of nature with family, Siva manages to keep himself quite busy. You can reach him at sivaom@iphonelife.com.

# Remember when typing felt good?







# quiet **pro**\* **&** laptop **pro**\*

Clicky keyboards feel and sound great, but may be too noisy for certain settings. Perhaps you have office mates (or house mates) who don't appreciate loud keyboards as much as you do. For those situations, we make the Quiet Pro and Laptop Pro. They give you that satisfying click feeling, without the excessive click sound.

# Take a Load Off!

# 6 Apps for Handling Your Busy Life

# by Rebecca Santiago





ook, I'm the first to admit that I'm a little scatterbrained. Life's busy, man! I have a lot going on. Granted, my busy days often consist more of *Gilmore Girls* reruns than actual, productive work. Well, no more, because I've just downloaded six killer productivity apps (aside from Evernote—download that if you haven't already) that'll work miracles on my life if I can manage to stick to them. Selfless angel that I am, I've decided to share them with you.

# STAY ON TOP





Timeful (Free) While you may be the kind of person who gets

your work done in a timely, efficient fashion, I have to be honest with you—I have bad work habits. That's why I was so enticed by Timeful, a calendar app that uses behavioral science to help you optimize your time. I love tech that thinks for you, and that's totally what Timeful does—it monitors your patterns and deadlines to suggest the best time of day for you to complete certain tasks. Also: it's GORGEOUS.

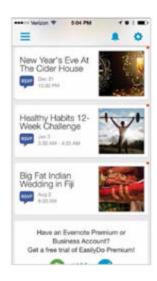




**30/30** (Free) Oh, you think you're fancy, huh? Then you'll

probably dig 30/30, which reminds me of those snazzy planners you used to buy at the middle school book fair. You know, the kind with stickers reading "AWESOME" and "HOTTIE" across the front and with random quotes bordering the pages. This app lets you enter and time your tasks. It's tailored to visual learners—the interface is really chic and looks almost like an infographic, with color- and icon-coding options

that help you keep your plans straight.





# EasilyDo

(Free)
I was pretty
much born
requiring a

personal assistant. My mother sufficed for some time, but I've since graduated to using EasilyDo. Think of all the stuff you'd love to foist onto an unfortunate intern—handling receipts, maintaining contacts, holding onto boarding passes, reminding you of your Very Important Lunch Meeting. Yep, EasilyDo can do all that and more, and the freemium app's user-friendly layout doesn't hurt either.





### Bloom\*

(Free)
If Pinterest and your life goals had a child, it

would be Bloom\*, the rosiest productivity app of all time. It's just as pretty as Instagram, and it's more fun to use, in my opinion (there's more to click on). I suppose you can add anything you like to your Bloom\* calendar, but its true purpose is to schedule much-needed "you time" into your busy day—and to remind you of it in a zen way. Now, if you'll excuse me, I have an alarm going off that reads, "Eat small bowl of

brownie batter; lick spoon." 😃

# STAY BALANCED







# Vesper

(\$2.99) Vesper's one of my favorite apps—imagine

being able to install your fourthgrade composition notebook into your phone, and you'll get the basic idea. The app has a relaxed list format with a tagging system that provides just the right amount of structure. It's a smart way to keep your thoughts straight, especially if you find all those organizational bells and whistles to be more distracting than helpful.



### Cloze

(Free) What's that, you say? A social media app isn't

exactly a productivity app? Au contraire, my friends. The genius of Cloze is that it filters your Twitter, Facebook, and LinkedIn feeds, as well as your mail, to prioritize people you actually care about. And its minimalist interface aids this goal. Bottom line: Cloze will save you so many hours of falling down the rabbit hole of Facebook stalking wedding photos of a girl from your high-school geometry class.

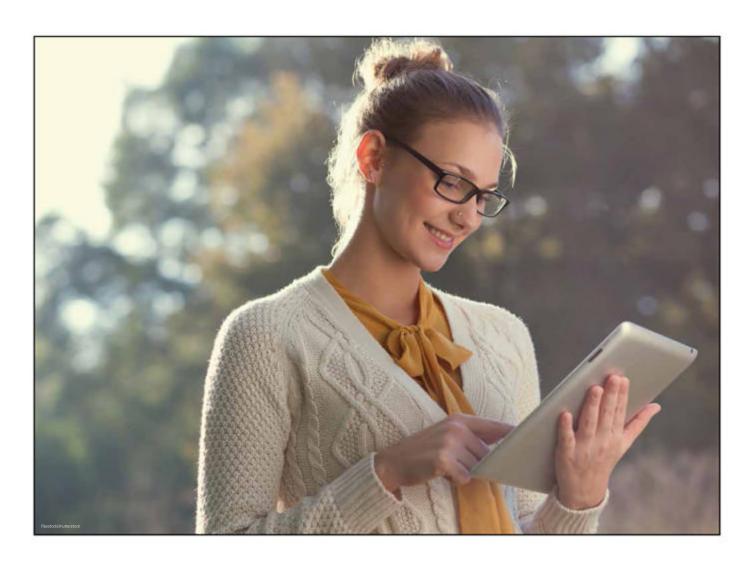


Rebecca Santiago is a New York-based writer and editor, with bylines at *Architectural Digest, Glamour, Bustle, Boston magazine*, and more. She is an alumna of Tufts University. Follow her on Twitter at @rebsanti.



# Surviving Grad School with Evernote

# By Anjerika Wilmer





hen you find an app that genuinely improves your life, you stick with it. Being a full-time graduate student, I've come to rely

on Evernote for everything from collaborative projects to personal productivity. To say that having all of my notes in one digital workspace has been a lifesaver would be an understatement. Throughout the semester, I relied on this cross-platform productivity app to clip notes, record observations, set

agendas, and ultimately assess what I'd learned.

The following are some of the many ways that Evernote has helped me take control of my busy life and transform it into one that's more productive and less stressful. Whether you're a student or business professional, the same principles apply. Just remember, Evernote works best when you're fully committed. The more information you store in it, the more helpful you'll find it to be.

# Collaborative Projects

My introduction to Evernote occurred during a digital rhetoric course in which collaborative learning was paramount. Because my program revolved around writing, rhetoric, and technical communication, it was vital that I be able to share my ideas with professors and those in my cohort. I found Evernote's Work Chat feature to be the best tool for the job.

As opposed to sending multiple emails that could get lost in a flooded inbox, I now use Work Chat to share notebooks with my professors and advisors, allowing me to collaborate with them and grant specific users access to whatever content I'm sharing. By simply clicking on the chat icon within a note or notebook, I can invite someone to access and comment instantly.In addition to viewing privileges, I can also grant users the ability to edit content, provide feedback, and add additional viewers.

In the workplace, imagine how efficient it would be to have all of your colleagues keyed into what's on the agenda at an upcoming meeting. Sharing notes virtually prior to meeting in person is an excellent way to ensure that everyone is on the same page.

# Staying Organized

I can't stress enough the convenience of storing everything in one place! With Evernote's notebooks, tags, and robust search function, you'll never have to worry about being organized again. You can group your projects or topics into an unlimited number of notebooks by tapping Notebooks on the main screen, and then tapping New Notebook. To carefully track all of your notes and notebooks by theme or type, you'll find the tagging function to be convenient. You don't need to overthink this function: simply tap the info icon by the title of your note and enter keywords when applicable. Then, when you want to find a tagged post, tap Tags from the main menu for your complete list.

Perhaps even more convenient for finding specific entries is Evernote's search function. Instead of scrolling through endless notes, take a shortcut by typing keywords into the search box designated by a magnifying glass. The app will bring up all relevant notes at your disposal.

# Research & Resources

Another highlight of Evernote is its web clipping tool that lets you save content you've found online into notebooks, which is convenient whether you're con-



Clip websites to your Evernote notebooks that you'll want to revisit later.

ducting research or creating a portfolio of innovative websites. It's super easy and intuitive to use—when surfing the web on your iPhone, just hit share and select the Evernote icon as your method of sharing. To use the web clipping tool on a desktop computer or laptop, download the Evernote web clipper extension

# Take a Tour of Evernote

The Evernote app is free, but for premium features, such as the ability to upload larger files, scan business cards, get offline access, add password protection, and use presentation mode, there is a \$4.99 monthly fee (or \$44.99 a year). Evernote Business has even more features, and charges \$10 per user per month. For me, the free version suffices. Users can download the cross-platform app onto Macs, PCs, and smartphones alike.

- The Text icon allows you to record notes or observations.
- The Camera lets you take a photo or snapshot of a Post-it note, document, or business card.
- Have a task to complete? No problem—simply create a reminder and set the due date. You'll get a notification when the deadline rolls around.
- You can also create a list, which you can format with bullet points, checkmarks, or numbers.
- Located below the note entry types is a list of your most recent notes (organized chronologically) and notebooks.



# Productivity

to begin saving articles. The next time you log into Evernote, the websites that you've clipped will appear alongside any notes you may have keyed in.

# Personal Productivity



Arrange your notes in Cards View for an aesthetically pleasing and easy-to-view interface.

As a grad student by day and creative type by night, it's safe to say that I like being able to juggle a variety of tasks. Outside of school, having the Evernote app to help me keep all of my freelance writing and blogging projects in order has been a major asset. From an ongoing list of potential article pitches to weekly to-do lists and friendly reminders, Evernote is great for keeping tabs on all of life's little details. I prefer the Cards View, which showcases everything in a Pinterest-like manner.

If you're hoping to go beyond traditional note-taking, then you'll appreciate Evernote's ability to instantly recognize and store Post-it notes right within the app—and, boy, are they rendered beautifully! It even picks up on your handwriting and automatically syncs your notes across all devices. For those of you who go sticky-note crazy, you can breathe a sigh of relief—all of your notes are stored in Evernote for safe keeping.



Thanks to Evernote's Post-it note feature, you'll be able to organize all of your notes in one place.

I understand the importance of being able to conceptualize my thoughts through words and images. That's why I appreciate the app's incorporation of Skitch, an app that allows you to annotate uploaded photos with arrows, shapes, and text to better communicate your ideas. The beauty of Skitch is that you can mark up a proof image all within the Evernote app, and it syncs instantly!



Within your notes, Skitch can be used to mark up and annotate your photos with arrows, text and shapes.



Use Evernote's business card function to scan and record important contacts in the format of a note.

For those in a professional workplace setting, Evernote's business card function is a game-changer. Though only available to Premium users, this feature instantly scans your business cards, uploading a photo of each one along with contact info as a note, so you have all of the important information about a contact stored in one place.

Now, as I work to complete my capstone internship, it's important that I rely on Evernote as a means of gathering scholarly research, drafting proposals, and keeping my advisor up-to-date through brief memos. Moving beyond this semester, I can already think of a million ways that Evernote is going to come in handy during my social media internship at an art gallery and beyond. olimits



Anjerika Wilmer is a full-time graduate student and freelance writer who fancies all things digital. Though a tried-and-true fashion girl, she counts art history, architecture and good design as constant sources of inspiration.



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# Manage Your Life with OmniFocus

# By Daniel W. Rasmus



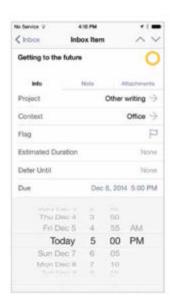


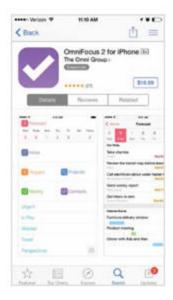
e're all familiar with the concept of time management, yet few of us actually commit to learning effective methods to put the practice to use. This tutorial aims to change that, offering practical advice about how to use the tried-and-true OmniFocus software, a sophisticated yet easy-to-use task management system bent on boosting your efficiency.

The Omni Group, a Seattle-based app development company, built OmniFocus around the popular "Getting Things Done" (GTD) method coined by productivity consultant David Allen. GTD is based on Allen's philosophy that you accomplish more when you bring everything stored in your brain—from mundane to-dos to work projects to larger life dreams—out into an organized system of actionable items. This tutorial is designed to offer guidance that will help you customize and find your own path toward a more effective use of your time.

# Step 1: Commit to One Tool

The most important step in using technology to manage your tasks (and your life) is to accept a single tool. If you start trying a number of tools, all of them will fail because your stuff won't be in one place. OmniFocus is designed to capture all your to-dos and make you aware of what you need to accomplish.





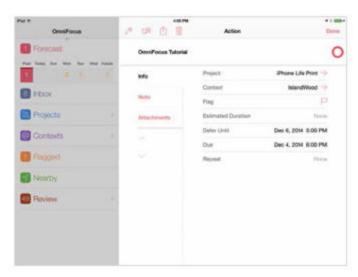
Cost is another incentive to commit to OmniFocus from the start. The iPad app requires an investment of \$29.99; it's \$19.99 for the iPhone app. To get it on your Mac, you can pay \$39.99 for the Standard version or \$79.99 to go Pro with extra features and customization options.

# Step 2: Tell OmniFocus Everything

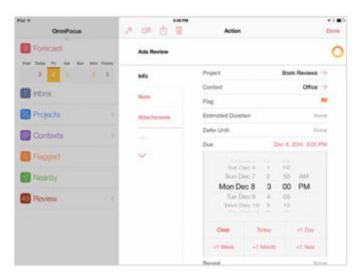
Mastering OmniFocus begins with the inbox, the nonjudgmental repository of everything you need to accomplish. It can take some time to get everything in initially. Some methods suggest a 30-minute brain dump, but I recommend taking whatever time you need and adding as you go. Task management shouldn't be about arbitrary deadlines and beating your-

self up about missing things. You will spend less time in the inbox as your process matures.

# Step 3: Add Dates, Projects & Contexts



Once you have a big list of items, you need to begin sorting them, assigning each one a date, aligning it with a project, or associating it with a context. Due dates, projects, and contexts aren't mutually exclusive, and none are required. In order to make decisions about assignments, though, you need to be able to think in projects and contexts. Projects are containers for tasks. For example, if you want to hold a garage sale, you need to think about the tasks required in order for the sale to be successful. The garage sale is the project, and all of the action steps involved are the tasks. Like everything else in OmniFocus, you can add projects on the fly.



While most task managers just display a list of dates, OmniFocus supports sequential tasks (those that start only after

# Productivity

you complete a previous task), using dates generated by dependencies rather than entered directly.

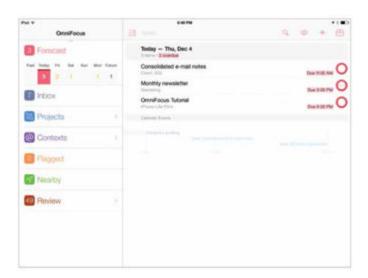
The most complex and powerful feature of OmniFocus is Contexts. A context is a situation in which a task can be accomplished. Think about questions you want to ask a therapist or the list of things you want to buy at Costco. The therapist and Costco become contexts. Because the iOS versions of OmniFocus are GPS enabled, they will inform you of tasks you can complete when near a relevant location. Create a context for your local Costco. As you create shopping lists for parties or office supplies, assign those tasks to the Costco context. When you are at Costco, tap the context, and all of the items you need will appear, regardless of the project they are assigned to. Common contexts include computer, office, garage, yard, or client location.

For tasks that recur, set up rules for that task. "Update your Constant Contact contacts from LinkedIn," for instance, can be set as a monthly reminder fixed to the second Tuesday of each month.

This all presupposes work you need to get done in the future. Time management techniques make this sound so easy, but a brain dump may yield so many things you should have already done that you have to go through the process of prioritizing them and assigning dates. Just because you can do something right now doesn't mean you have time or, to be honest, the inclination to do so. But with OmniFocus, if you put if off, at least it will be documented and not just some nagging thought in the back of your mind.

# Step 4: Manage Day-to-Day Tasks

Managing your tasks needs to become a ritual. Start your day with the Forecast. The Forecast reveals today's tasks and makes you aware of past-due and future tasks as well.



OmniFocus and its day view of the Forecast keeps tasks aligned, and its integration with the Calendar puts tasks there as well. OmniFocus keeps you aware of your tasks, regardless of the way you want to view them. It is up to you, however, to make OmniFocus a part of your routine.

The first rule is to always keep your work ahead of you, even if it is late. To fix a past-due item, locate its Due Date, and change it to today or some future date. Leaving things past due isn't helpful, as you can't travel back in time to complete them.

Then start picking off your items one by one. How you work is up to you. I tend to skip around so I don't get bored. I tackle things with hard dates first, or those that someone else is depending on to work.

The GTD method breaks down, however, when too many things become immediate. This is where personal discipline must step in. Don't try to micro-schedule the day, because days full of interruptions and conflicting priorities don't lend themselves to minute-to-minute schedules. Create half-day or even full-day tasks, ending a group of tasks before lunch or before the end of the day, for instance. Yes, that creates what appears to be a mound of work due at a certain time, but part of managing time means managing reality. If the work is due, the work is due (if you are feeling burdened, however, do check to make sure the list of today's items really need to be done today). By creating these larger boundaries, you can feel good about accomplishing work at a natural pace.

# Step 5: Manage your Future

There will be inbox leftovers, ideas, and tasks for which you don't have a commitment, perhaps even from yourself. There will be wishes and plans: going to the moon, getting married, taking a trip to Yellowstone. OmniFocus accommodates these future to-dos as well. Simply create a placeholder project, like hopes and dreams, and put those items in there. Be sure to check back regularly to see if you can make one into a project of its own. Perhaps you'll find that once you make tangible action steps, you'll find they lead you to realizing that hope or dream.  $\bullet$ 



Daniel W. Rasmus, author of *Listening to the Future* and *Management by Design*, is a strategist and industry analyst who helps clients put their future in context. Rasmus was the Director of Business Insights at Microsoft Corporation, and today is a consultant and internationally recognized speaker. He blogs for *Fast Company* and iphonelife. com. You can reach him at dwrasmus@danielwrasmus.com

# The Elusive Paperless Office

# Best Apps for Eliminating Paper Waste

# By Daniel W. Rasmus





efore the days of iPhone and iPads, the paperless office was nothing more than a mythical fantasy—an idea that was great in

theory, but impossible in practice. But with the help of a growing number of iOS apps, today, reducing paper waste is a much more feasible endeavor.

While you may not succeed at getting rid of *all* of your paper, if you keep at it, you will find less mess cluttering your workspace, and perhaps more clarity in the process.

# Capturing & Recording

Traditional note-taking requires paper, meaning you can lose your notes far too easily. Regardless of platform, **Evernote** (free, \$5/month for Premium) is the ultimate place to store your stuff, from research for your next novel

to collections of recipes and favorite blogs. Many of the apps I've listed here deliver their content effortlessly to Evernote. This useful app also lets you capture and search business cards so you can stop bringing them home from meetings and conferences. Evernote also lets you clip and organize interesting articles, or you can try **Instapaper** (free).



Instapaper lets you clip your favorite web pages, eliminating the need to print articles. Invoke Instapaper from the Safari Share menu to instantly save.

# Digitize Your Paper Trail

If you want to experience a truly magical app, look no further than **Postit Plus** (free) by 3M. It captures white-boards and flip charts filled with Post-it Notes, creates editable versions on your iOS device, and it exports to Dropbox or Evernote.



Post-It Plus processes your notes into a virtual board that you can edit and amend.

Another way to turn your good old-fashioned notes into digital records is with a **Livescribe 3 smartpen** (starting at \$149.95), which magically transfers

your written words to the **Livescribe** + app (free), so you can capture notes, then recycle the paper. Livescribe pens also work with **NoteShelf** (\$5.99), a one-stop app that turns handwritten notes and PDFs into canvases for annotation and markup.

# Task Management

In my experience, the best way to avoid paper is to pick one digital task manager and stick with it—otherwise you may relapse into writing notes by hand. Apple includes Reminders in iOS, but I use **OmniFocus 2** for iPhone (\$19.99), which integrates bidirectionally with the calendar (for more on OmniFocus, see pg. 54). The key feature for me is context, which lets me know what projects and tasks I should work on based on my location and meeting schedule.

# Reading: Magazines, Books, and News

One obvious way to go paperless is to move your reading into the digital realm. While I still prefer holding a good novel in my hands, I can't say the same for the business book de jour or the ephemeral magazine.

I prefer to read business books via the **Kindle** app (free) and magazines on **Zinio** (free). Comic book aficionados will also find **Comics** (free) by Comixology to be an essential.

**FlipBoard** (free) takes popular news and social media feeds and transforms them into image-heavy digital magazines, while **LinkedIn Pulse** (free) offers a more browsable environment featuring content from major publications.

Subscribe to the newspaper just for the technology ads? Download **flipp** (free) and get digital copies of weekly deals without the rest of the paper.

# Banking & Accounting

I use my **First Tech** app (free) to make deposits, track balances, and make transfers. If you sell things, consider **Square Register** (free) to turn your device into a paperless point-of-sale terminal, and **PayPal** (free) to keep track of what you sold.

Writing down passwords is a waste of paper and isn't secure. I haven't done that for years because of **eWallet** (\$9.99). Sure, your web browser now keeps most passwords handy, but they may not capture items like frequent flyer numbers and membership cards. eWallet brings it all together in an encrypted file that also synchronizes with Macs, PCs, and iCloud.

# Paperless Travel

**Triplt** (free) organizes all of my travel records in one place so I don't have to fumble for the car reservation after arriving at the airport. Tickets are also a thing of the past, thanks to apps from airlines such as Alaska, American, Allegiant, and Delta (all free), combined with Apple's **Passport**, which allows international travelers to simply show their phones at security and boarding.



Email your travel confirmations to plans@tripit,com and Tripit will store all of your travel plans in one place

If you typically write out long lists before a trip, download **Packing Pro** (\$2.99), which provides a customizable list that will remind you of essentials you wouldn't have thought to pack.

# Creating PDFs



ABBYY Fine Scanner captures documents with your iPhone's camera and supports a variety of post-capture editing tools to ensure an appropriate look.

I use scanning apps at conferences to capture sales literature and program guides. **ABBYY Fine Scanner** (free) does a great job of capturing content and integrating it with various file systems. Its big brother on the Mac helps when you want to take paperless to the next level. **U** 



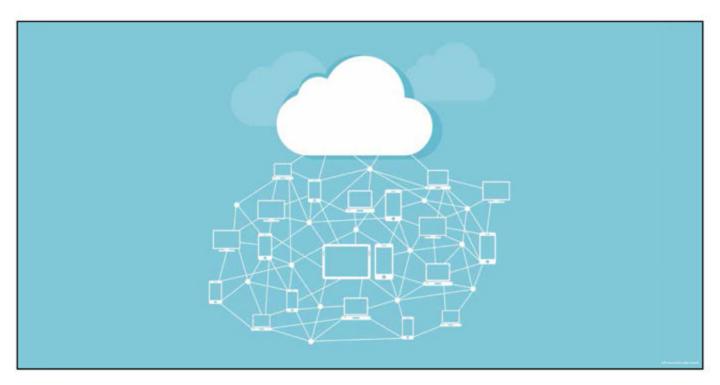
Daniel W. Rasmus, author of *Listening to the Future* and *Management by Design*, is a strategist and industry analyst who helps clients put their future in context. Rasmus was the Director of Business Insights at Microsoft Corporation, and today is a consultant and internationally recog-

nized speaker. He blogs for *Fast Company* and iphonelife.com. You can reach him at dwrasmus@danielwrasmus.com

# Cloud Storage Showdown

# A Comparison of Today's Top Services

# by Charity Kountz





t's a great time to be in the market for a cloud storage service. With mobile devices at the center of so much that we do, on-the-go access to your documents, photos, videos, and music is becoming increasingly important. In the last year, digital storage

prices have dropped precipitously, and after a year full of cyber security concerns, providers are strengthening measures to protect their customers' private data. Read on to learn the strengths and weaknesses of a handful of industry leaders: Dropbox, Google Drive, iCloud, Box, and the newest addition, Amazon Cloud Drive.

# How Cloud Storage Works

Instead of storing your documents and photos directly on your hard drive, cloud storage services allow you to upload your data to a remote third-party location that you can access online. Typically, these services use a combination of application programming interfaces (APIs) that govern the look, feel, and function of the software. Unlike USB drives, which can

risk being lost or stolen, or your computer, which can unexpectedly fail, cloud storage is an effective solution for storing files without the frustration of having to keep copies on multiple devices.

# Dropbox



Launched in 2008, this San Francisco-based cloud service company serves over 300 million users. One of the main reasons Dropbox is so popular is because it's reliable and easy to use, allowing you to synchronize your files between

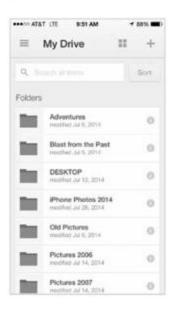
multiple devices and offering one of the simplest user interfaces of any cloud storage service currently available. Best of all, there is no size limit on the files you upload—unless you are uploading them through the website, in which case there is a 10 MB limit. Unfortunately, there isn't a range of storage options available outside of the free 2 GB you initially receive. You can either purchase 1 TB of space—currently priced at \$9.99 per month or \$99.99 per year—or you can receive 500 MB of additional storage for every new user you refer (up to 18 GB total).

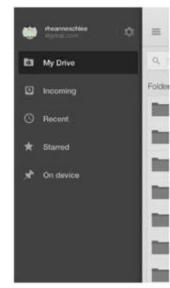
# Productivity

	Dropbox	Google Drive	iCloud	Вох	Amazon Cloud Drive
Free Storage	2 GB	15 GB	5 GB	10 GB for personal use	5 GB, unlimited photo storage for Prime & Fire device owners
Pricing	\$10/month for 1 TB	\$2/month 100 GB – \$10/month 1 TB	\$0.99/month 20 GB – \$19.99/month 1 TB	\$10/month for 100 GB	\$10/year for 20 GB – \$500/ year for 1,000 GB
Cross-Platform Support	Yes	Yes	No	Yes	Yes
Security Features	Two-step verification, 256 bit encryption	Two-step verification, 256 bit encryption	Two-step verification, 128 – 256-bit encryption	Password-protected File Sharing	28-bit encryption
Offline Access	Yes	Yes	Yes	Yes	No
Automatic Photo Backup	Yes	Yes	Yes	No	Yes

Numerous organizations have raised concerns over Dropbox's privacy and terms of service, especially when it comes to storing sensitive information. As a result of this pressure, Dropbox released a transparency report detailing government requests for access to users' information in 2014; however, users are still advised by IT professionals to use caution when uploading confidential documents.

# Google Drive







Google Drive has been the go-to choice for Google fans since the cloud service's release in 2012. The cross-platform application syncs files to all your devices and works well with Google's many other free services, including

Google Docs. Gmail users can bypass the 25 MB email size limitation by linking to Google Drive files, rather than attaching them in the email. You can keep your files private or share them publicly, in which case they become searchable by Google's search engine.

While Drive comes with a generous 15 GB of free storage, keep in mind that it's shared between Google Drive, Gmail, and Google+ Photos. Paying for additional storage with Google is astonishingly cheap, starting at \$1.99/month for 100 GB.

In an effort to boost security, Google has collaborated with Dropbox to create a partnership with research and development organization Simply Secure. Users of either Google Drive or Dropbox should expect to see security changes in the future as this collaboration gains ground.

# *i*Cloud



For those of you invested in the Apple ecosystem, iCloud may be the simplest solution. While limited historically compared to its rivals, Apple's recent release of iCloud Drive, iCloud Photo Library, and Family Sharing make it a

much more attractive offer.

With iCloud Drive, you can now save and sync any file across your desktop and iOS devices. For instance, on a Mac, you can save a Pages document to iCloud Drive in your Finder, and it will appear in the Pages app on your iPhone. With Apple's overhauled photo management system, you can now back up photos and videos taken on your iPhone and access them online at iCloud.com (for more on iCloud Photo Library, see pg. 34).

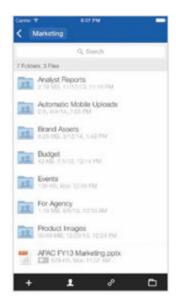
One of the greatest features about iCloud is Family Sharing, which lets up to six family members share files like music,

books, and apps. iCloud also seamlessly integrates with iTunes, allowing you to access purchases you made on any device.

Compared to Google Drive's 15 GB, iCloud offers a meager 5 GB of free space, although the cost of additional storage is only \$0.99/month for 20 GB.

The main drawback with iCloud is pretty obvious—if you own an Android or Windows mobile device in addition to an Apple product, you cannot access your iCloud files from those devices; iCloud is only compatible with iOS devices and your PC, Mac, or Windows computer.

### Box







Cloud storage service Box launched in 2005, earning a strong reputation for its enterprise solutions. While Box offers some basic services for personal use, including a rather generous 10 GB of free storage, its strongest features

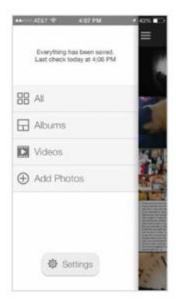
are for business users. The starter service—which allows for 3-10 users, 100 GB storage, and a maximum 2 GB file size—is \$5 per user per month. You can comment and assign tasks to documents and assign granular permissions when sharing files ranging from "view only" to "upload only." Box also offers enterprise-level features that allow for tracking, reporting, and managing through activity reports.

# Amazon Cloud Drive



It should be no surprise that Amazon—the market juggernaut set on revolutionizing every industry it touches—recently released a new cloud storage solution. Cloud Drive's main fo-

cus is on media syncing. While you can sync documents via the desktop app on your Mac or PC, only photos and videos will sync to the Cloud Drive mobile app.





Amazon Cloud Drive offers unlimited photo storage to Amazon Prime members and Amazon Fire device owners, and automatically backs up from pictures from your phone to the cloud server when you're connected to Wi-Fi.

While Amazon offers 5 GB of storage free, paid plans start at a very economical \$10 per year for 20 GB. That's a cost of only \$0.83 per month—by far the cheapest storage solution of its class. Even the 100 GB tier of services is extremely economical at \$50 per year (\$4.16 per month). Higher space options are dramatically more expensive, though, with the 1 TB option costing a whopping \$500 per year (\$41.66 per month). If you don't need more than 100 GB of space and you're mainly interested in syncing photos and videos, Amazon Cloud Drive is a great alternative to Dropbox or Google Drive.

# A Few Final Notes about Cloud Storage

While you're exploring these different services, don't be afraid to make the most of all the free storage you can from each service. Eventually, however, you may find it simplest to pay for your favorite cloud service to handle all your storage needs.  $\ensuremath{\mathfrak{O}}$ 



Charity Kountz is a freelance writer and author of the award-winning children's book *Jason, Lizzy and the Snowman Village*. An aggressive researcher capable of covering a wide range of topic areas including business, education, IT, and finance, she enjoys tackling new challenges in writing and beyond. Charity's nonfiction work has been published by Coldwell Banker, *Strategy Magazine*, and *Moxie Lady*.

# SPONSORED APPS

# FEATURED



### Signul

(Free)

The Signul app works with Signul's personal beacon system (\$50) to help you control your smart home, keep tabs on your kids, send automated messages, and much more. Signul uses beacons to create proximity zones in your home, office, car, or anywhere you perform repetitive tasks. The app detects these domains and triggers events when you enter or exit them. Other features include the Signul IFTTT Channel, which lets

you create powerful connections between Signul and other smart connected devices. Look for other apps that use Signul in the future. Signul is available on Indiegogo at igg.me/at/signul.

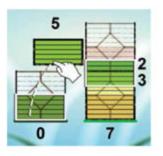






### **KidsCalculate Math Basics**

This highly recommended new app uses the methods of exploration, visualization, and practice to help children ages four through nine develop competence and confidence in math. Using an innovative system based on visual representation, KidsCalculate is more effective than traditional math teaching systems such as the abacus, the number line, and the Montessori stacking system. Visit KidsCalculate.com to learn more about how the app helps kids understand mathematical concepts that are the foundation of all quantitative reasoning.



# SPOTLIGHT



### **Acceleread Speed Reading Trainer**

(Free)

Do you ever daydream while reading? Do you

sometimes feel like you're just plodding through a book, or that you often forget what you've just read? The Acceleread app can train you to read faster and more accurately by helping you improve your mental focus and ability to absorb more words at once, and it can help vou retain more of what you read as well. Unlock your reading potential with this app's simple, powerful techniques.



### My Little Car Wash (\$2.99)

A fun car-wash game with real water physics, funny cars, cool washing

actions, and a lab for mixing car-washing liquid.



# iNutrient App Bundle

(\$9.99)

Get all your favorite nutrition apps for 50 percent off! Includes iCarbs,

iKals, iCholesterol, iProteins, and more.



### **iFilebox**

(\$0.99)

iFilebox is a simple-touse app for organizing and taking notes. The

app even lets you password protect private information.



# **Artista Impresso**

(\$2.99)

Use Impresso to transform your photos into multi-textured impres-

sionist masterpieces you'll want to print.



### Wanderful Storybooks **Bundle**

(Free)

An interactive sampler of seven children's books.

including familiar characters like Arthur and the Berenstain Bears.



### Wanderful Spanish Language Pack

(\$24.99)

A bundle of seven storybook apps in Spanish.

including Arthur, the Berenstain Bears, and other favorites.



# Mika's Mazes

(Free)

Help Mika solve mazes in this cute, fun, addictive game. Avoid gum,

and use UPs, bubbles, and secret doors to win.

# SPONSORED APPS

# FEATURED



### SpyMeSat

(\$1.99)

SpyMeSat notifies you when an imaging satellite is nearby that could be taking your picture. The app provides users with real-time awareness of orbiting imaging satellites by computing and displaying information on any imaging satellite passing over your location (or any specified location). You can drill down for a description of the satellites and see a dynamic map with the real-time position and imaging resolution infor-

mation. SpyMeSat also provides access to the most recent commercially available satellite imagery. Purchasing satellite images of any location is as easy as buying a song, thanks to simple in-app purchases.







### 2x2=4 Lite

(Free)

This fun, pirate battle-themed game is one of the greatest times-tables trainers for children, allowing kids to learn math while sailing a battleship and boldly fighting pirates. Program modes include multiplication tables and let you view past results. Parents can gradually increase the challenge by adding examples or changing the difficulty level. Teachers can easily create separate profiles for students. In Duel Mode, students can see how they match up by playing against a real-life competitor as seagulls screech







# SPOTLIGHT



### Wheellt Run (\$1.99) Guide your wheel through a maze of streets in five beautifully

designed environments in this funpacked 3D runner game.



### Pulse

(Free)

Pulse is a great aggregator with a beautiful modern design. You can save

stories as you browse, and send them to Pocket, Instapaper, and other apps.



### **Zinio**

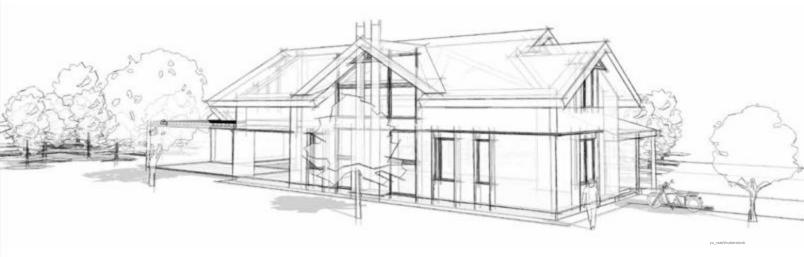
(Free)

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# **YOUR DREAM HOME AWAITS!**



# 8 FREE REAL ESTATE APPS TO SIMPLIFY YOUR SEARCH

# BY ANJERIKA WILMER

eady to look for a new home, but don't know where to start? Forget spending countless hours online or checking your newspaper's local listings—there's a quicker, more efficient way to find your dream property. As well as posting photos and prices, many of the following apps list previous sale prices of neighboring homes, local crime rates, and even rankings of nearby schools. All of you potential new homeowners can now breathe a collective sigh of relief as these eight free apps simplify your real estate experience.

**LOOKING TO BUY** 



### Real Estate by Redfin

(Free

Redfin is one of the most sophisticated real estate apps on the market, claiming the most current listings (updated every few minutes) and

20 percent more agent-listed homes than competitors. While limited to larger cities, Redfin makes finding a new home a cinch for those searching within the 32 US metro areas it serves. The app's user-friendly interface, collection of aesthetically pleasing photos for each residence, and ample supply of details—including open houses and tours—sets it apart from

the pack. If the property you're viewing is flagged as a "Hot Home," act quickly! This simply means someone will likely snap it up within 10 days.



### Real Estate by Zillow

(Free)

From brownstones in urban neighborhoods to sprawling countryside estates, Zillow boasts the most comprehensive listings of homes

for sale. A quick search of your targeted city will yield instant results, thanks to the app's fast-loading maps. Included in each listing you'll find the property's sale history, values of neighboring homes, information about local schools, and the estimated monthly cost of utilities. Sign up for Zillow's notifications to stay informed of any new market listings or price drops in your area.



### Homesnap

(Free)

Well, here's a revolutionary concept in the world of real estate apps: just snap and go. Thanks to Homesnap, you can take a photo of

the home you're eyeing, and with the help of GPS, the app will pull up the listing for the property. Along with all the common features you'd expect in a real estate app, Homesnap also features prices for similar and recently sold homes. Social media enthusiasts will find Homesnap especially convenient,

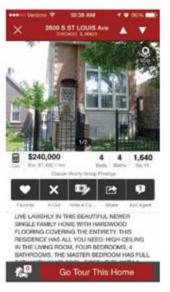




Among mobile apps for real estate, Zillow boasts the largest database of listings.



Homesnap lets you summon a listing simply by snapping a photo of the property you're interested in.



Redfin includes listings for 32 major US cities.



Trulia is a good choice for the serious buyer looking to get into the details.

as it allows you to share your snaps with friends, send recommendations, and leave comments and feedback.



### **Trulia Real Estate**

(Free)

Trulia flaunts a friendly, visually pleasing interface that ensures easy usability. One feature that sets Trulia apart from the competition is its

detailed overview of nearby amenities and schools. If you're moving to a completely new area, then the app's interactive map, crime rate information, and projected seasonal weather conditions will keep you informed. To further simplify the process of buying a home, a built-in calculator will help estimate your mortgage rate.

# **LOOKING TO RENT**



### **HotPads**

(Free)

If you're in the beginning stages of your hunt for a home to rent, HotPads is great for getting a sense of what's out there. While the fine print

about each house or apartment is pretty standard, where this app really shines is with its detailed photos that are great for browsing. Both the app's property listings and overall usability are straightforward, so you won't have to worry about being overwhelmed with too many options. And with the added ability to mark your favorite search results, it's easy to keep track of what you like.



# **Lovely Apartments and Houses for Rent** (Free)

If you're looking for a no-nonsense rental app that gets the job done without all the bells and whistles, then Lovely is the company you're

looking for. First off, the app has you specify the address, city,

or neighborhood where you're looking to rent. Through its filters, you can then select your price range, number of bedrooms, and pet requirements. Best of all, once you set your rental preferences, the app will send you updates when new apartments hit the market.



### realtor.com rentals

(Free)

Similar to Lovely, realtor.com uses an easy search tool based on home specs to help you narrow in on your dream home. Because the

app is updated every 15 minutes, you'll never have to worry about a lag in new postings—its accuracy is that on-point. Out of all the real estate apps, realtor.com contains the most detailed information about local schools. If you have children, then knowing the local school system (think all the way down to the student–teacher ratio) may be a selling point for you.



# Homes.com Real Estate Search

ree)

This app for both renters and buyers boasts every property type that you can imagine—from residential homes and townhouses to available

lots and land. Quickly toggle between home values and rental price, and the tabs will quickly yield these all-important digits. Set your desired price range and specify home details, like the number of bedrooms and baths you require. A nice function of this app is that it offers a grid view in which you can see snapshots of multiple homes at once. As you can imagine, this greatly streamlines the search and find process.  $\ensuremath{\mathbf{U}}$ 



Anjerika Wilmer is a full-time graduate student and freelance writer who fancies all things digital. Though a tried-and-true fashion girl, she counts art history, architecture and good design as constant sources of inspiration.

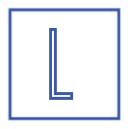


# MATH GAMES FOR KIDS

# 7 ADDICTIVE NUMBER-CRUNCHING ADVENTURES BY BRITTANY VINCENT







earning new math concepts can be tricky, regardless of one's age. And for parents, teaching children these skills can be equally daunting. Luckily, you can get your kids off to a great start with iOS games that are as delightfully addictive as Candy Crush Saga and Angry Birds, but that teach vital math concepts and strengthen

problem-solving skills. Not only are the following apps fun, but they also help children gain an interest in math and prepare them for learning in the future. You never know when some quick math lessons are going to come in handy!



### **Operation Math**

(\$2.99, iPad only)

Spy fantasies are universal. I mean, what kid hasn't fancied being an international secret agent at one point or another? With Operation

Math, children have the opportunity to play the role of a spy, complete with uniform and gear, while facing off against the evil Dr. Odd. In this game, your mission is to beat the clock while learning addition, subtraction, multiplication, and division. This is a great app for sharpening basic arithmetic skills in a way that keeps you coming back for more. It's easy on the wallet, too, with full access to 105 missions included—or you can upgrade to a multiplayer version of the app for \$2.99. Be careful, though—you might end up stealing this game from your kids to play in your spare time.



### **Medieval Math Battle**

(Free)

Math equations combined with turn-based role playing? Sounds like a brilliant combination! With this app, kids play the role of a warrior,

taking on math equations in order to complete their turns in battle. The faster you answer, the more powerful your attacks, so the game encourages quick thinking as you fight off all manner of fantastical enemies, from spooky goblins to enormous spiders and dragons. Defeating enemies earns you new equipment, such as potions and weapons, and you can rack up bonuses by playing for 15 minutes each day. The base game, which only includes addition, is free, but you'll need to purchase the corresponding packs to unlock subtraction, multiplication, and division. The great thing about this app is that you can purchase more packs as your child progresses, so the game grows with them.



### **Motion Math: Fractions!**

(\$3.99, iPad only)

The toughest game of the bunch, Motion Math HD requires not only quick reflexes, but also a solid understanding of decimals, fractions, and

percentages. The goal of the game is to aim numbers at their proper location on the number line using the iPad's internal gyroscope. Of course, tilting the iPad left or right is easy, but as you advance, your physical and mental speed is put to the test. Though Motion Math HD is tough at times, that's part of what makes the game so much fun!



### DragonBox Algebra 5+

(\$4.99)

As parents, sometimes you have to be a little sly about incorporating education into playtime, and DragonBox is as sneaky as it gets! With a game

this fun, kids won't even realize they're working their brains. DragonBox teaches early algebra concepts, and because the game focuses on experimentation, it encourages children to be creative and have fun. This is one addictive game, so don't be surprised if your kids can't put it down.



### YodelOh Math Mountain

(\$2.99)

With this game, players ascend mountains accompanied by yodelers and sheep while smashing through targets that act as answers

to math equations. This app may look like an innocent game of "hit the target," but don't be deceived by its cuteness—it teaches some serious math lessons. Just look at those cute little ducks and see if you can't rack up a higher score than your kids.



### **Squeebles Maths Bingo**

(\$1.99)

This international hit game with a silly name combines the familiarity of Bingo with math equations for on-the-go learning. Squeebles

Maths Bingo also has ice cream-themed metagames within it, creating more than enough incentive to keep playing, especially if you're a fan of sweet treats and vivid hues.



### MathBoard

(\$4.99)

The most traditional option on the list, Math-Board is a virtual chalkboard that helps students complete equations and learn new math con-

cepts. Though the app may remind you of days stuck in math class, it has its own respective game-like elements. Children can play matching games, use colored chalks, and attain new high scores. MathBoard offers a simple approach to learning, walking players through the steps required to complete a problem and offering assistance if they get stuck. That sounds a heck of a lot better than sitting in a dusty old room and memorizing times tables!  $\ensuremath{\mathfrak{O}}$ 



Brittany has been covering various types of media as a freelance entertainment writer for five years. Until her dying breath she'll be wielding a BFG made entirely of killer drive and ambition. Follow her on Twitter @MolotovCupcake, or find her work archived at pfhorthewin.com.



Get an iPhone tip every day www.iPhoneLife.com/dailytips

# FEATURED IUSER: Dan Nainan



**Age:** 33

Location: New York, NY

**One-Line Bio:** Dan is a comedian and actor who has taken the stage in 21 countries, performed for President Obama and Donald Trump, and appeared in an Apple commercial wearing a full suit of bubble wrap.

**MapQuest:** This is far and away the best navigation app, offering voice-guided turn-by-turn directions, live traffic updates, and the ability to bookmark specific addresses.

**Dragon Recorder:** I use this app to dictate chapters of my book while I'm driving or walking. Later I use the Dragon NaturallySpeaking software to transcribe them—it's uncannily accurate!

**Triplt:** By organizing all my air, car, and hotel reservation emails in one place, this invaluable app creates beautiful daily itineraries that make traveling a breeze.

**iArrow:** This amazing new app helps me find my car in the airport parking lot, and also shows travel speed, altitude, and distance to my next destination.

Fly Delta: Delta is my favorite airline in the world, and its app makes traveling so much easier with quick access to airport maps and travel information.



Fitbit: This app, paired with my Fitbit tracker, helps me keep track of my daily activity—including how many steps I've taken and flights of stairs I've climbed.

**WordWeb:** I love learning new words, and this is the best free dictionary app out there!

**Viber:** With Viber, I can call, text, and send photos and videos to people overseas for free.

**NextBus:** I use this app to figure out when the next bus is coming in the DC Metro area.

**Tesla:** I can keep track of the charging status of my Model S, and I can even heat it up or cool it down for a few minutes before I get to the car.





# A Taste of CES

# Innovative Products from 2015's Consumer Electronics Show

ooking for a glimpse into the future? That's why hundreds of thousands of people flock to Las Vegas each year for the annual Consumer Electronics Show, where tech companies from all over the world debut their most innovative new products.

A dedicated team of *iPhone Life* writers combed each hall of the sprawling show floor to find the most forward-thinking, creative, and useful iOS-related gear coming to market this year. Our Best of CES 2015 awards went to the coolest new tech accessories that expand the capabilities of your iPhone or iPad. We couldn't have done it without our all-star crew, Becca Ludlum, Daniel W. Rasmus, Todd Bernhard, Nate Adcock, and Siva Om.

# GREAT GEAR



### HEXO+ Drone (\$1,149, ships September 2015)

The HEXO+ is an iPhone-controlled drone that gives wings to your GoPro camera to document anything from extreme sports to a tea party. Unlike drones that require complex remote controls, this Kickstarter success story works by keying from your iPhone. Tap a simple control and the six-armed drone will smoothly rotate to capture a 360-degree selfie or hover ahead of you to capture you riding a dirt bike over rough terrain. -Daniel W. Rasmus



### **Olloclip 4-in-1 Lens** (\$79.99)

We've been fans of olloclip's 4-in-1 clip-on lenses for a while now, so we were excited to see the same professional quality lenses redesigned for the iPhone 6 and iPhone 6 Plus, this time including a fisheye, wide-angle, 10x macro, and 15x macro lens. This add-on camera lens is easily removable and ideal for anyone who loves capturing unique and intriguing shots with their iPhone. -Siva Om



### Lenovo VIBE Xtension Selfie Flash (\$29.99)

It was hard not to fall in love with Lenovo's Selfie Flash, which plugs into your iPhone's headphone port and uses eight LEDs to add light to your images. Unlike your average flash, this neat accessory exudes a soft light that illuminates your face and brings out your natural skin tone—so there's no danger of it being too bright and causing you to squint for the photo. -Becca Ludlum



### Fugoo Style XL (\$299.99)

At CES, Fugoo boldly let visitors dunk speakers into a water tank to demonstrate just how indestructible the company's new XL line really is. The Style XL stood out as shockingly pretty for such a tough speaker. Its chic, linen-inspired casing houses a waterproof, mudproof, floating speaker with eight acoustic drivers that have been drop tested up to 6 feet and that play up to 35 hours between charges. -Donna Cleveland





#### Parrot Pot (Price TBA)

This iPhone-controlled pot brings together Parrot's database of 8,000 plant varieties, cutting-edge sensor technology, and smart design to create a pot that takes care of your plants! The machine-washable, battery-controlled device measures soil moisture, fertilizer, sunlight, and temperature, and delivers advice through its accompanying app. And thanks to a built-in water reservoir, you can leave town for a month without worrying about your little green friends going thirsty. *-Donna Cleveland* 



#### Belkin WeMo Water (Price TBA)

Smart home appliances were one of the hottest trends at CES this year, but many systems are still too complicated or expensive for the average consumer. That's why we were so excited about Belkin's forthcoming water sensor, which will monitor your entire home's water usage from a single sensor installed under your kitchen sink. It will measure water pressure to differentiate usage from your toilet, shower, and sink, identifying leaks and offering advice to help you cut down on your water bill. *-Donna Cleveland* 



#### Garmin vívoactive (\$249.99)

There was no shortage of smartwatches at CES, and of the bunch, Garmin was the unexpected winner. The household name in GPS technology debuted the ultra-thin vivoactive with a host of useful features for sports users. The most unique feature of the GPS-enabled watch is the golf app, which gives users access to more than 38,000 course maps and lets you measure shot distance. It's also great for swimmers, as it's waterproof up to 50 meters and tracks the efficiency of your strokes. —Donna Cleveland



#### MakerBot PrintShop app (Free)

MakerBot's PrintShop app lets you create and design rings, vases, and signs right from your iPhone or iPad, and wirelessly print them on one of MakerBot's amazing 3D printers. We've seen plastic trinkets produced by 3D printers for some time now, but this year, MakerBot upped the ante with new composite materials, allowing you to incorporate high-quality materials like metal, wood, and stone. *-Donna Cleveland* 



#### Sennheiser MOMENTUM Wireless Headphones (\$499.96)

Sennheiser launched the second generation of headphones from its MOMENTUM series this year, and they'll sport a fresh new design that features NFC pairing, active noise cancellation, and wireless Bluetooth technology. As well as sounding amazing, the headphones are beautifully made, with adjustable steel sliders and soft leather ear cups that offer exceptional comfort. *-Nate Adcock* 







#### Lifeproof fre Power (\$119.95)

Lifeproof's premier waterproof case for the iPhone 6 is an impressive feat of technical design. This compact case includes an ultra-thin 2,600 mAh battery built into its shell, which doubles the iPhone 6's battery life without sacrificing Lifeproof's highest standards of insulation, protection, and durability. *-Siva Om* 



#### Philips Fidelio NC1L (\$299)

The first of its kind, the Fidelio NC1L on-ear headphones connect directly to your iPhone or iPad via Apple's Lightning connector, which provides extra power for their active noise cancellation as well as facilitating audiophile quality, 24-bit Digital to Analog conversion. The Fidelio's open-ear design even lets in ambient noise so that you can hear what's going on around you while using them. *-Siva Om* 



#### GreenIQ Smartplug (\$249)

This weatherproof wireless hub takes the guesswork out of caring for your outdoor environment. It monitors the weather and adjusts your irrigation while you sit back on the porch and enjoy your garden. You can use a mobile app to manage your garden and lawn irrigation system, plus GreenIQ integrates with other sensors, such as the Parrot Flower Power BT sensor. *-Nate Adcock* 





# **Zuli Smartplug** (\$50 for one; \$135 for three-pack) We're pretty thrilled about this little gadget by Zuli, which lets you turn any electrical device you own into a smart appliance. Simply plug your light or heater into the smartplug and you can monitor and control your devices remotely—everything from power utilization to configuring lighting schedules to combining multiple units into a mesh network. The Zuli app even integrates with your Nest thermostat or other home control system. *-Nate Adcock*



## **Tylt Energi Sliding Power Case** (\$99.99) This two-in-one case is composed of a fully protective inner case, which slides into a separate 3,200 mAh power sleeve. The Energi lets you charge your phone when you need to and ditch the extra battery when you're finished. And when you plug your phone in to charge, it knows to charge your iPhone before the charging case. *-Becca Ludlum*



#### Ventev Regen Case for iPhone 6 (\$24.99)

Say goodbye to battered-looking iPhone cases—with the Regen case, Ventev debuted its exclusive regenerating scratch-healing micro-technology that banishes those everyday surface scratches you've collected in a matter of hours. The clear case also shows off the phone's design and, unlike other clear cases, it always looks new—never cloudy and scuffed up! -Becca Ludlum



#### AMPL Smart Backpack (\$299)

AMPL is the first backpack to house a smart battery and power management system to charge all of your devices while on the go. All seven pockets contain USB outlets, and there's an optional expansion battery available for laptop charging. Made of lightweight, shock-absorbent material, the backpack will protect your devices and allow you to monitor battery levels and adjust charging priority through AMPL's iPhone app. -Becca Ludlum



#### Keith McMillen K-Board (\$99)

Keith McMillen debuted this soft, touch-sensitive keyboard that works with leading music apps like GarageBand on your iPad or Mac. Accomplished musicians will enjoy the tactile nature of the device, whereas beginners can leverage the light-up buttons and tutorial apps to learn to play music. The small size and flexibility make it easy to take a virtual piano on the road. It works with computers, thanks to the USB interface, and with tablets like the iPad. -Todd Bernhard



#### Kodak PIXPRO SL5 with Flash (\$179)

This 16-megapixel smart lens creates its own Wi-Fi network, allowing you to effortlessly pair it with your iPhone or iPad. The PIXPRO SL5 lets you capture and save unprecedentedly high-resolution images and video, utilizing your iDevice as both a viewfinder and shutter activator. It's the perfect accessory for amateur and professional photographers alike. *-Siva Om* 



#### BlackBox Biometrics (Price TBA)

With the release of the Linx IAS, sports players can now track potentially harmful impacts and head injuries by placing this small sensor in their headbands or helmets Medical professionals and coaches can see and analyze the data in real-time on an iOS device, allowing them to determine whether a player is at risk of serious injury. *-Todd Bernhard* 



#### **Petcube** (\$199)

It's rough leaving your pets home alone, so you can imagine our excitement when we saw the Petcube, a fun device that lets pet owners monitor and interact with their dogs or cats using the included camera and remotely controllable laser. You can even listen in on and communicate with your pets using the two-way audio capability. -Todd Bernhard





#### Ring Video Doorbell (\$199)

This easily installed doorbell alerts you to visitors via the free Ring app and lets you see and speak with whomever's at the door. The Ring offers wide-angle viewing, a microphone, and speakers for two-way communication, as well as night vision. You can either replace your existing doorbell using the current wiring, or place Ring anywhere and run it off batteries. -Todd Bernhard



#### NuAns Cone (Price TBA)

We thought the NuAns Cone definitely deserved points for creativity. This unique lamp combines three functions into a single, elegant device that eliminates cable clutter. Simply mount your iPhone or iPad to the Lightning connector base and the Cone will emanate music from the shade while LED lights offer support for reading, mood, or a little extra incentive to wake up—all while charging your device. *-Daniel W. Rasmus* 



#### BodyGuardz Crown (From \$39.95)

Apple threw screen protector companies a curveball when it released its latest iPhones with rounded edges. BodyGuardz had the best solution we saw at CES, taking its flagship glass protector and molding it to an anodized aluminum rim that fits the sloped edges of the iPhone 6 or 6 Plus for complete protection. *-Donna Cleveland* 



#### FŪZ Noke Padlock (\$59.99)

We believe FŪZ deserves a prize for coming up with an elegant solution to the padlock dilemma—this steel and boron padlock pairs to your smartphone via Bluetooth and unlocks when you're in close proximity. FŪZ paid attention to the details too. The battery lasts for more than a year, and you can program custom settings to, say, allow a friend one-time access to your gym locker or bike. *-Donna Cleveland* 





#### iHome Kineta (Price TBA)

This new addition to iHome's lineup of popular Bluetooth speakers houses a compact, cylindrical, 2600 mAh external battery in its center. It struck us as a handy tool. Keep it in the dock to power your speaker, or pull it out to power your phone on the go! *-Donna Cleveland* 

#### iBattz ASAP Charger (\$99.99)

Appropriately labeled the ASAP charger, this gadget by iBattz is said to be able to take your iPhone 6's battery from zero to 100 percent in 15 minutes flat. Available in either 11,200 mAh or 5,600 mAh sizes, this 20-volt, 2-amp charger is slim and super easy to carry. *-Nate Adcock* 





#### IK Multimedia iRig MIDI 2 (\$99.99)

If you liked the original iRig MIDI, then you'll love its new and improved pocket-sized successor, the iRig MIDI 2. This gadget lets you plug a real guitar or keyboard into your iPad and rock out over headphones or through your Bluetooth speaker. The latest MIDI also features a lightning to USB cable, three standard-sized ports that do not require an adapter, and a collection of music-creation apps. -Nate Adcock

#### Zagg Pocket Foldable Phablet Keyboard (\$69.99)

We commend Zagg for creating a product that helps mobile professionals who want to use their iPhone 6 or 6 Plus for work. The Pocket unfolds to reveal a surprisingly roomy typing surface that Zagg says maintains more than 85 percent of the space of your average desktop keyboard. It connects to your iPhone via Bluetooth 4.0, collapses into a rectangle the size of a chocolate bar, and runs for as long as two years between charges! -Donna Cleveland

### FEATURED IUSER: Victoria Kent



**Age:** 32

Location: Chicago, IL

**One-Line Bio:** Victoria is the co-founder of Place PR, a lifestyle public relations agency in Chicago. She loves international travel, cooking, and photography.

**Audio Memos:** I'm always thinking of new pitches, and this app makes it easy for me to rattle off quick notes to myself that I can work on later.

**Dropbox:** I constantly use Dropbox to send images to contacts. It's a lifesaver to have it on my phone, and it makes working on the go much easier.

**Uber:** Uber makes transportation a snap. I love that you pay via your phone and receive a digital receipt afterward.

**HopStop:** HopStop is a great app to find the quickest local transit route. I use it when visiting other cities, especially New York.

**Afterlight:** I'm always taking photos for personal and professional use, and this is a great way to manipulate my images to make them a little more personal.



**Do!:** I would be a mess without a to-do list each day. This one keeps me organized and has a fun design!

**addappt:** PR is all about contacts and networking, and this app keeps all of my contacts' info current without the hassle of having to update it myself!

**Facebook:** Believe it or not, I actually use Facebook for work every day. It helps me find story leads and keep tabs on what my writer contacts are working on.

**Tinder:** I'm always on the go, and traditional dating can be difficult to fit into my schedule. This app offers a great way to meet new people!

Lose It!: I wine and dine clients constantly, which can be hard on the waistline. This app lets me effortlessly track my calories, exercise, and overall weight goals.



ith the popularity of vintage and antique shops at an all-time high, it's clear we have a sweet longing for all things past. In the realm of digital photography, Instagram's brought back vintage-style filters, and now we have the Impossible Instant Lab to resurrect the Polaroid as well.

Though the Lab is, to an extent, a niche product meant for retro photographers, the company has aimed to attract the attention of both old-school Polaroid fans and modern audiences by combining the technology of the iPhone with the quintessential Polaroid look.

If you're expecting high-quality prints, you'll be disappointed. The images appear washed out and the edges are characteristically soft, but the Lab's charm is more about the awesomeness of instant film than the promise of bold color and high resolution.

It may take you a couple of tries to get the hang of using the Lab, but if you follow the instructions, the whole process is pretty simple and fun. To get the best results, try using bright, clear pictures with sufficient saturation. You can make neat double exposures by snapping your first image as instructed and then taking another shot on top of the older one rather than ejecting the film. Not only does this technique brighten up the picture, but it also creates a cool layering effect.

#### **Impossible Instant Lab**

(\$199)

Pros: Fun way to get physical photos; you can edit images with any app before printing; instructions are clear and presented nicely.

Cons: Prints are low resolution and sometimes dark; the product and film are pricey. iPhone 6 version still in development. Final Verdict: There's a certain thrill involved in transforming your digital images into printed ones, and even more in taking an old process and giving it a modern twist. If you have an appreciation for antiques, then you'll enjoy this product. iPhone Life Rating: \*\*\*

## FEATURED IUSER: Steve Greenberg



Location: Miami, FL, and New York, NY

**One-Line Bio:** As a product scout and the author of *Gadget Nation*, Steve travels the country looking for new gadgets to showcase on NBC's *Today Show*. You can learn more about Steve on his site stevegreenberg.tv and follow him on Twitter @stevetv.

**Uber:** Thanks to Uber, I can request a car pickup right from my iPhone. I can even see where the car is located and how long it will take to arrive.

**Selfie Xtreme:** This app is a musthave for anyone who loves to use their iPhone for selfies and shooting videos.

**PayByPhone Parking:** Goodbye, rolled quarters—PayByPhone lets me put in my location code and pay for parking right within the app!

**HopStop:** Just enter your current location and where you want to go and this app gives you step-by-step directions on how to get there by foot, bike, bus, or subway.

**Flixster:** Flixster has all the movie info I need stored in one place, from movie theater times to summaries and ratings.



**GroupMe:** This simple app allows for group text messages and is especially helpful when some friends have iPhones and others have Androids.

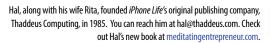
**KickMap:** I spend a great deal of my time riding the NYC subway. KickMap is a subway map I can expand and study while riding underground.

**Public Radio Player:** With this app I can download my favorite weekly NPR show to my iPhone and listen to it any day of the week.

**TVFoodMaps:** Find information on over 4,000 restaurants that have been showcased on various television cooking shows, from *No Reservations* to *Top Chef*, with this app.

**The List:** This app lets you see where you are and how many parties are ahead of you on a participating restaurant's waiting list.

## iView





### Cut Through Your Reading List with Blinkist!

The best thing about books is that they expose us to new ideas and different perspectives. Unfortunately, it's hard to find time to sit down and read as much as I would like. Enter the **Blinkist** app and its fast-growing collection of over 500 non-fiction book summaries.

#### The Blinkist App

Mostly directed toward business professionals, the Blinkist library contains a mixture of recent best sellers and classics—from *The 4-Hour Work Week* to *How to Win Friends & Influence People*. Each book's key ideas are clearly summarized and broken down into bite-sized readable chunks known as "blinks." The premium subscription offers professionally narrated audio versions of the blinks for a growing number of titles.

Over half of the 15 categories—which include Marketing & Sales and Management & Leadership—relate to business. Other categories, such as Personal Transformation, Biography & History, and Science include titles like *The Power of Now, Man's Search for Meaning*, and *The Particle at the End of the Universe*. Readers can also discover books from User List groupings such as Write the Future with Bill Gates, Entrepreneurship with John Lee Dumas, and Science with Joe Hanson.

The design of each book summary is simple, allowing you to dive into the book's key concepts and even highlight and share the ideas you find most interesting. The initial page of each book summary includes a paragraph overview, recommended audience, author bio, iBooks' rating, year of publication, and table of contents populated by one sentence blinks labeled "key insights." Swiping left takes you through brief elaborations of each blink, leading to a summary page containing the key message and a list of takeaways. The final page lets you buy the Apple iBook, mark the book as done, find similar books, and share with friends.

#### How I Use Blinkist

If I am in line or have a few minutes of downtime, I often find myself reading a Blinkist book summary to pass the time.

And the 15-minute audio summaries are perfect for my brief commute to work.



I seem to get the most out of Blinkist by first listening to the audio and then reviewing the written summary. I also like to refer to a Blinkist summary to help me decide if I want to buy a particular book. I especially enjoy using Blinkist to review past favorites such as *The Black Swan*, *The Art of War*, *The War of Art*, *The 7 Habits of Highly Effective People*, and *Getting Things Done*.

#### What's Not to Like

The summaries have a wonderful way of fleshing out a book's main ideas. But when a book is cut down to its most basic points, readers risk losing important details—the result being a message that lacks impact or seems superficial. The app can also occasionally be unstable, but not so significantly that it takes away from the enjoyment of the app.

#### Pricing

You can try Blinkist for free for three days. After that, Blinkist will send you one pre-selected book each day at no charge, or for \$49.99 a year, you can access the entire library of written summaries. The premium option for \$79.99 per year includes the written summaries, audio versions, the ability to send book summaries to Kindle, and Evernote integration.  $\boldsymbol{\Theta}$ 

## Read iPhone Life Anywhere!



## Say Hello to Reliable Signal



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